

# THE Publishers' Weekly

*The American* BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXXII

NEW YORK, OCTOBER 29, 1932

No. 18

## *Only* **MAE WEST**

knows and can tell the startling story of a woman like **DIAMOND LIL**—a scarlet woman for whom love was a pastime but diamonds were a career.

Ancient Babylon in all its glory had no Queen of Sin to equal Diamond Lil. Other ages and other civilizations brought forth Thais and Moll Flanders. But it took New York to produce the reigning queen of Gus Jordan's glittering sin palace. And it takes Mae West to give the supreme portrait in unblushing words.

"The Constant Sinner," Mae West's previous novel, sold more than 35,000 copies. You can double that sale with "Diamond Lil." It is a more important book—a masterpiece of its kind, a character and an age authentic and unique. Its human appeal has no narrow limits.

To be published November 18th.

\$2.

## **DIAMOND LIL**

**A book with a ready-made sale**



MACAULAY

♦ 381 Fourth Avenue

♦ NEW YORK

*"No Witness best mystery of the year" wires Jack Stephens, Lamar Bookstore, Houston, Texas.*

# Book Trade Enthusiastic Over **NO WITNESS!**

*By Cortland Fitzsimmons*

**"Another knockout by Fitzsimmons"**  
**"Better than '70,000 Witnesses' " etc., etc.**

A totally unusual, realistic and highly readable mystery.  
Coming November 7th. \$2.00. Have you Placed Your Order?

## Results of PRIZE CONTEST

From the seventy-eight excellent replies nineteen of the best solutions were selected by the publishers' contest committee.

These, with the names of the contestants covered with stickers, were submitted to the author to grade according to merit. Mr. Fitzsimmons reported this a difficult job owing to the high quality of all.

An autographed copy of the complete book is being forwarded to all entrants with the thanks of the author and publishers who greatly appreciate the enthusiastic trade response.

When the stickers were removed from numbers 1, 2, 3 and 4 — the following were revealed as winners:

**1st Prize: \$50**

Mrs. R. A. Beeland,  
Beeland Bros. Mercantile Co.,  
Greenville, Ala.

**2nd Prize: \$25**

Margaret Hubbard,  
McMorran & Washborne,  
Eugene, Oregon.

**3rd Prize: \$15**

H. A. Swenseid,  
Mabel Ulrich's Book Shop,  
Rochester, Minn.

**4th Prize: \$10**

William H. Dierkes, Jr.,  
Doubleday, Doran Book Shops, Inc.,  
370 Lexington Ave., New York.

**FREDERICK A. STOKES COMPANY**

443-4th Avenue

New York City

# EXTRA

TO BE ISSUED AND EFFECTIVE NOVEMBER 1st  
in the United States and in all parts of the world

## THE NEW INTERNATIONAL LAWS OF CONTRACT BRIDGE

**AUTHORIZED EDITION**

Important changes in count, new premiums, and new penalties, which will be effective November 1, make it necessary for every Bridge player to have the new laws *at once*.

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Bound in Cloth, \$0.50      In Flexible Leather, \$2.00

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The new laws are the first issued since 1927. They are promulgated by The Whist Club, New York, Portland Club, London, Commission Française, Paris, the law-making bodies from which all Bridge laws have emanated.

The final draft of the new laws has been closely guarded and no advance notice of the date of release was possible. When the news to the public "breaks" there will be a tremendous immediate and consistent demand for the new laws.

Your trade will look to you for the new laws immediately upon release. Better wire your order

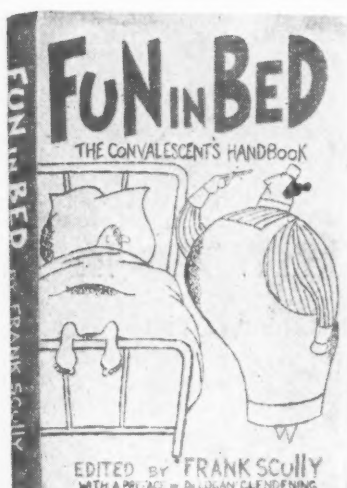
*American Publishers*

**THE JOHN C. WINSTON COMPANY**  
**WINSTON BUILDING** **PHILADELPHIA**

*English Publishers, Thomas De La Rue & Co., Ltd., London*

*French Publishers, La Librairie Plon, Paris*





We were asked to send an advance copy of *Fun in Bed* to Mrs. Crosby who writes the letter below. We don't know Mrs. Crosby, but her letter is so interesting, we print it verbatim.

Margaret Pillsbury Hospital  
Concord, N.H.

October 22nd, 1932

DEAR SIMON AND SCHUSTER:

I am pleased—very so, and very grateful to you for your kindness in sending me "Fun In Bed." And, inside of twenty-four hours, I've decided that when it is published, it will be sold out in a swooping of patients, that will make the cross-word puzzle sales look silly. Not only patients, I may add, but doctors and nurses and superintendents and sweepers will be asking for it. I know. I had *two* doctors in here for half an hour while the hospital searched for them. They were fighting about the rubber bed sheet problem. And my doctor said he'd do my dressing because he wanted to be read aloud to.

And oh, the sweetness of that revenge!—When I finished the *Preface* he all but slunk from the room. They've been playing that "you can go home in two weeks—maybe—we'll see" game since July 18th. Fact. And when you read this letter, I may, by the grace of God, be under the well-known ether-cone again. They're pondering on the idea of sewing up the holes they made in the last three operations. Me, I think it's a swell idea. I would.

Incidentally—the present format of the book is perfect for an invalid! It's lighter than "Liberty" which is the ideal magazine-book in a hospital (I didn't say literature.)

And my only complaint is with that line about "ten days from now I'll be riding home in a taxi." Huh! I've tried it three times. Here's to the fourth.

Here's to the undoubted success of "Fun In Bed" also! And thank you. I think it's *grand*.

Sincerely yours,  
HELEN E. CROSBY

## FUN IN BED *The Convalescent's Hand Book*

edited by Frank Scully along with a preface by Dr. Logan Clendening and contributions by Eddie Cantor, Frank Sullivan, Peter Arno, Robert L. Ripley, Ring Lardner, O. Soglow, Harry Hershfield, Patricia Collinge, Leonard Dove, Ogden Nash, Arthur Kober, Sidney Lenz, George Jean Nathan, William Shakespeare, etc.

Publication date, October 31st

SIMON AND SCHUSTER

Price, \$2.50



from **THE INNER SANCTUM of**  
**SIMON and SCHUSTER**  
 Publishers • 386 Fourth Avenue • New York

3,569



It's been so long since one of our titles has passed the 3,000 a week mark, that Your Correspondent takes pleasure in asking the P.W. typesetter to print that figure in 18 point at the top of the column. Oh, and the name of the book: *Van Loon's Geography*.



Other weekly figures of importance to the Sales Department:

*What We Live By*, 651.  
*Money Contract*, 1,321.



Both these figures in a way are more phenomenal to Y.C. than even the VAN LOON. This is the end of the fourth month of DIMNET's book, and there hasn't been a single week that it hasn't sold above 500 copies. The Abbé arrived in America this week, and will make a lecture tour. This, we believe, will increase the sale of both *What We Live By* and *The Art of Thinking*.



*The Art of Thinking*, incidentally, has picked up from an average of 150 week before the publication of *What We Live By* to 400 a week for the past 10 weeks. This week the total was 587. An interesting recapitulation; Total Sales for *The Art of Thinking* to date: 143,674 copies at \$2.50, plus 75,891 at \$1.00.



You have probably been wondering meanwhile about that 1,321 for *Money Contract*. *Money Contract* has been a dark horse on our list. We said little about it in the P.W., and our salesmen this summer had a tough job persuading booksellers to put in even 2 or 3 copies. We KNEW it would sell, simply because P. HAL SIMS is the best bridge player in the country, and because his book was written, edited, re-edited and re-written until it was a hand-tailored book; not only a good bridge book, but a superlatively good one.



Your Correspondent (with SIMS backing him 100%) has challenged ELY CULBERTSON to meet HAL SIMS in a bridge match. The latest dope (October 22nd) is that Mr. C. (as SIMS calls him) refuses to play. Well, perhaps he'd be a fool to. Meanwhile SIMS' books are going into and out of the New York shops in what seems to us prodigious quantities.



PHILIP HAL SIMS' articles have been appearing in *The Saturday Evening Post*, and his renown has spread from the coterie of experts to the general public. *The Brooklyn Daily*

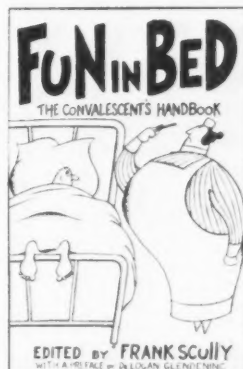
*Eagle* has published a ranking of the best contract bridge players in the country. This list is not the opinion of one man, but a consensus of votes, a ballot held among the leading experts throughout the country. The first ten places with their votes are as follows:

1. P. HAL SIMS	242 points
2. WALDEMAR VON ZEDTWITZ	181 points
3. WILLARD S. KARN	180 points
4. DAVID BURNSTINE	171 points
5. OSWALD JACOBY	144 points
6. THEODORE A. LIGHTNER	140 points
7. HOWARD SCHENKEN	125 points
8. ELY CULBERTSON	118 points
9. MICHAEL GOTTLIEB	70 points
10. WINFIELD LIGGETT, JR.	56 points



*God's Angry Man* (which has been discussed on this page before and which was described in a full page ad three weeks ago) is (was, to you) published on October 27th. The most recent advance tribute comes from IRWIN EDMAN, who writes our editor, FADIMAN:

"*God's Angry Man* seems to me to have the authentic quality of absolutely first-rate art; it has movement, rhythm, and extraordinarily understanding compassion. It has broken down every prejudice I have had against a novel built around a historical figure. The story itself is absorbing and the style uninterruptedly beautiful. I have not been so excited by a first novel since THOMAS WOLFE'S *Look Homeward Angel*."



This is the jacket design for a book written, edited, assembled and published with loving care by all concerned. It is dedicated to convalescents and to their friends who want to send them something really swell. And it wouldn't be a bad idea to dedicate it to booksellers with the hope it would help them out of the perennial question: "What can I send to a friend in the hospital?" Price \$2.50. Ready any minute now.



The second and third volumes of TROTSKY'S *History of the Russian Revolution* will be published on November 15th. They will retail at \$3.50 per volume. But the Big Business, we hope, will be in the complete set of three volumes which will sell at \$10. This set, we hope, will be the \$10 gift item of the year for People with Intelligence. More, much more, of this anon.

ESSANDESS.

# These Biographies

They are not made-to-order lives by journalistic hack writers. Each title is indispensable in its field.

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## JOHN T. FLYNN'S

### *God's Gold:* JOHN D. ROCKEFELLER AND HIS TIMES

Second  
Printing  
\$3.50

The consensus of opinion among reviewers is expressed by the *N. Y. Herald Tribune*: "One of the most important books of 1932." And for reader interest, consult *F. P. A.*: "You can't put down when you begin, *God's Gold* by John T. Flynn."

## CATHERINE CARSWELL'S

### *The Savage Pilgrimage:* D. H. LAWRENCE

Out Oct. 27  
\$2.75

Suppressed in England but finally made available in America, this truly essential portrait of Lawrence is an intimate record of the great writer as seen within the circle of his own experience. No mere spurious "recollection" of the man, it will be invaluable to Lawrence's following for its honest, vital picture as painted by one of his closest friends and confidantes, herself a scholar and artist.

## CLIFFORD DOBELL'S

### *Antony Van Leeuwenhoek*

Nov. 10  
\$7.50

Over 250 years ago the first microbe was glimpsed by a small shopkeeper in Holland, the man whose surprising discoveries of "little animals" began the sciences of Bacteriology and Protozoology. This is the first complete biography of Leeuwenhoek, the first full, translated collection of his writings. An indispensable and monumental book for those interested in science.

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**HARCOURT, BRACE AND COMPANY**

# Are Top-notch

Each author is an authority. Every one of them writes with distinction. Their books are demand books.

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## PAUL DE KRUIF'S

### *Men Against Death*

Nov. 10  
\$3.50

A sure-fire best seller. Hundreds of thousands of readers learned about famous death fighters of the past from *Microbe Hunters*. This book tells what is going on today in the war against man's most inexorable enemy.

## CARL SANDBURG'S

### *Mary Lincoln: Wife and Widow*

Nov. 17  
\$3.00

Carl Sandburg, author of *Abraham Lincoln: The Prairie Years*, tells the strange story of that fugitive personality, Mary Todd Lincoln. He has done so from a genuine insight into her vibrant and tortuous character, and the work, with its valuable section of Documents, becomes a significant item of Americana as well as a prime runner-up for Christmas sales. *First edition limited to 250 copies, printed on rag paper, signed by the author, probably priced at \$15.00.*

## LLOYD LEWIS'

### *Sherman: Fighting Prophet*

Dec. 1  
\$3.50

Another "natural"—the life of William Tecumseh Sherman. The best book we've had in the shop since Steffens' "Autobiography." Lloyd Lewis has written into his story a fascinating permanent record of frontier aristocracy in the same way that Carl Sandburg recorded the life of the frontier backwoods in *Lincoln: The Prairie Years*. The December Choice of the Book of the Month Club.

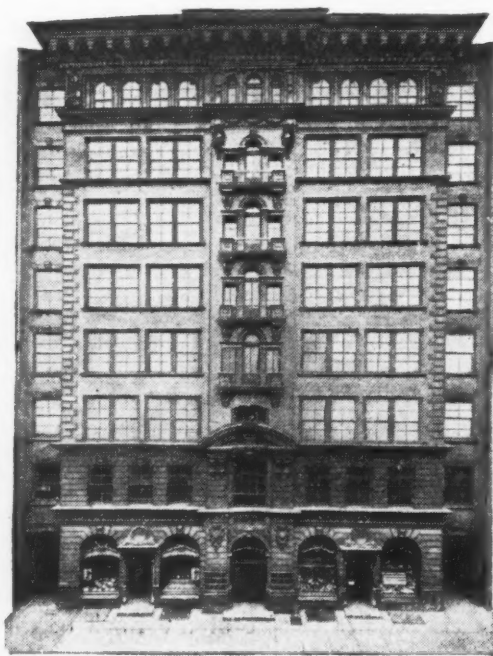
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383 MADISON AVENUE, NEW YORK



*Announcing*  
 THE PURCHASE OF  
**THE VIR PUBLISHING COMPANY**  
 OF PHILADELPHIA, PENNSYLVANIA  
*by*  
**THE JOHN C. WINSTON COMPANY**  
 OCTOBER 11, 1932

The Vir Company has had an honorable career for the past thirty-five years. Included among its successful publications are GOD'S MINUTE, of which more than half a million copies have been sold, and GOD'S MESSAGE, which was recently published and gives promise of a similar record.



WINSTON BUILDING PHILADELPHIA  
 Home Office and Manufactory of  
**THE JOHN C. WINSTON COMPANY**  
 We cordially invite you to visit us and  
 see how Books and Bibles are made

The Vir Line also includes the OUGHT TO KNOW books, Self and Sex Series, comprising eight titles, four for men and four for women. These books have been translated into twenty-one foreign languages. They are recognized throughout the world as the standard books on the subject.

We respectfully solicit your continued patronage on the publications of the Vir Company, assuring you that the high standard of these publications will not only be maintained but with our larger facilities you can also be assured of cooperation and aid towards creating and obtaining a wider demand for these books.

CULBERTSON WEBSTER CONTRACT SYSTEM  
 BY ELY CULBERTSON AND H. T. WEBSTER  
 BOOKS

(A

# THE CULBERTSON WEBSTER CONTRACT SYSTEM

By



LAUGH WHILE YOU LEARN

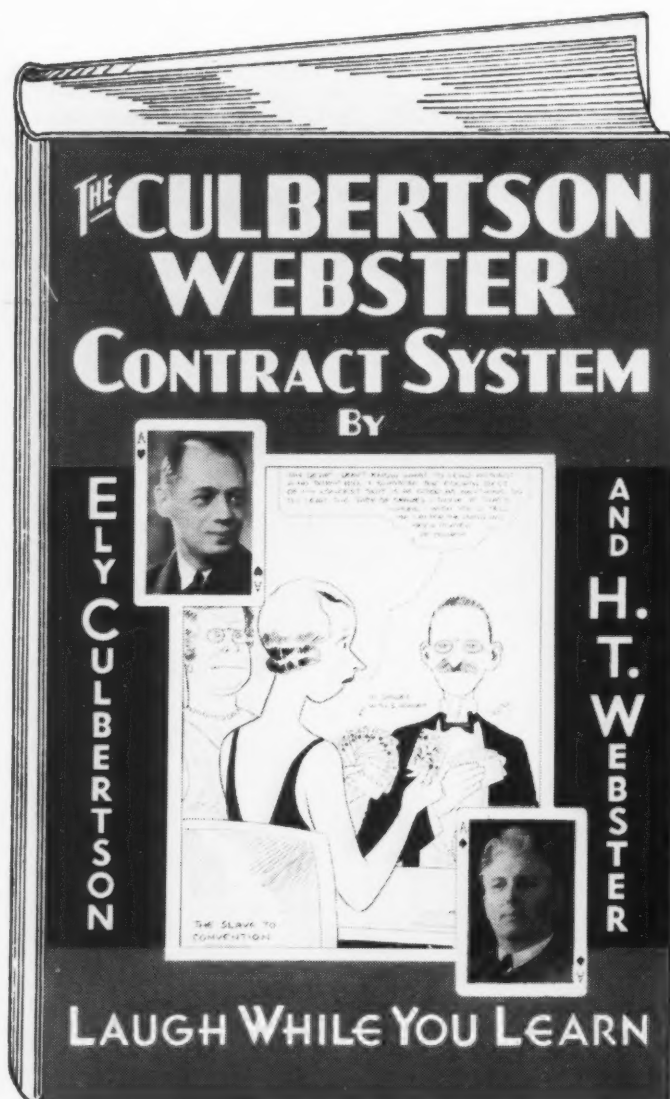
Here's a book for EVERY player!

(And that's some 6,000,000)

See next page

See Actual Jacket Reproduction on Preceding Page

# A NATURAL!



The world's greatest and most popular expert and America's favorite cartoonist collaborate in producing an hilarious book for players of ALL SYSTEMS and CLASSES

Coming Nov. 28th

Price \$1.25

This is an authorized book by Ely Culbertson himself. All new material specially written for F. A. Stokes Co.

With 75 Webster "Bridge" cartoons and 75 tantalizing, maldistributed, cockeyed hands as misplayed by famous experts, described in amusing style by Mr. Culbertson.

CULBERTSON'S  
books sell by the hun-  
dreds of thousands

An  
Irresistible  
Combination

WEBSTER'S  
"Bridge" cartoons are  
known wherever there  
are bridge players

Their book is a sure seller to this huge market, for gifts, for bridge prizes, and as a book of amusing information for every player. Something new, fresh, timely, for the Holiday trade.

Cloth, large octavo, jacket in color, 160 pages, \$1.25.

ORDER ADEQUATELY and DO IT NOW, to have stock by publication day,  
November 28th

FREDERICK A. STOKES COMPANY, 443-4th AVE., NEW YORK



## A WORD ABOUT THE BOOK

"Books are all right to read once and a while, but you don't want 'em getting inside the family." So protested Hazel Schmaltz when she learned that Hubbard, the biographer, was writing the Life of her brother-in-law, Richard Roe.

Here is a novel which gets disconcertingly inside the whole human family.

Christopher Morley's work has always eluded classification. This long and many-mooded story, both shockingly amusing and strong with pitiful truth, tells how the biography explored the Life and Times (both Good and Bad) of Richard Roe, the Unknown Citizen. He tried "to catch a human being in the act of being human, and to set it down without chemical preservative."

The story is told backward, rising on successive terraces of memory. In luminous glimpses of comic and suffering character, in the suspended irony of its conclusion, the reader shares the creation of the actual human pang.

### FORMAT

Special brown buckram cloth, with gold stamping, and two-color title page. 352 pages, \$2.50

### HUMAN BEING

will be published on November 16. Plan now to take first edition orders. This is going to be one of your fastest moving, most saleable, and most dependable books of the entire Fall season.

DOUBLEDAY, DORAN

*Only once in  
so many years..*

is it possible that a writer has  
something worth saying in  
its own particular tone of  
voice. In 1922, Christopher  
Morley did "Where the Blue  
Begins." In 1925, "Thunder  
on the Left." Now he has  
written HUMAN BEING.  
We believe that this novel  
is, despite the great success  
of his other books, the finest  
thing he has ever done.

# Christopher Morley's

*new novel...*

# HUMAN BEING

# GREENBANKS D

On November 10, we shall publish **GREENBANKS**, by **Dorothy Whipple**, the September choice of The English Book Society, but what is more, a phenomenal best-seller throughout England. Not since **Magnolia Street** has a novel received so consistent a press as **GREENBANKS**, and we find that the salient point of all the reviews is that **GREENBANKS** is one of those rare novels that everyone will thoroughly enjoy reading. "Mrs. Whipple makes the Greenbanks house and the people who go in and out of it over the years very familiar and pleasant without boring her readers with too much detail. She handles her large family with quiet competence—lovable, idle Charles, who strums on the piano and rejoices his mother's heart, Laura, Letty and their pompous husbands, Jim, the stingy member of the group and others who come and go, making their indelible mark on the lives of the Ashtons although their contact is brief. There is plenty of humour in the tale, the kind that will be instantly recognized and enjoyed by members of large families."—**London Times Literary Supple-**

**\* Sold 15,000 copies in first t**

# DOROTHY WHIPPLE★

ment. "Whatever your tastes in books or your attitude towards life, you must enjoy 'Greenbanks'."—**Evening News, London.** "A book you can safely recommend to everybody and everyone." — **The Saturday Review, London.** "...it abounds in solid virtues; it is a thoroughly good, sympathetic, well-conceived and well-rounded work, and should achieve a wide popularity."—**Gerald Gould, The Observer.** "The best creation of living men and women that we have had for a number of years in the English novel . . . as real as Cranford in 'The Old Wives' Tale'."—**Hugh Walpole.** "A celebration of domesticity . . . we feel we are living in the house ourselves . . . it has humor, pathos, character, and not, I think, a single false note." — **Sylvia Lynd, London News Chronicle.**

We, having read the book, agree with all these people. **GREENBANKS** is one of the most readable and saleable novels you will ever have on your shelves. It's coming **November 10**, price **\$2.50**, net. **FARRAR & RINEHART**, 9 East 41st Street, New York; 128 University Avenue, Toronto.

*first ten days in England!*



# HARPERS

Give a Laugh  
Harpers feature 3  
gloom-chasers for  
vember. Display  
for more Profit  
less depression.

## ROBERT BENCHLEY . . .

Just when the country needs a first-class A-1 antidote for blues along comes Benchley with a book guaranteed to crack even the Great Stone (Coolidge) Face. He settles the railroad heating problems, bewails the wreck of the Sunday paper, discovers the missing vitamin, puts an end to line-standing, even solves the poisoned kipper murder mystery. Pictures by Gluyas Williams. Need we say more? Yes, it's only \$2.00

## JAMES THURBER . . .

Thurber's brand of humor is all his own—words and pictures. Ever since the success of the Thurber-White opus *Is Sex Necessary?* he has been convulsing America's intelligentsia (and others) with his pieces in the *New Yorker*. At last comes a book—full of Thurberian drawings, illustrating such social predicaments as *The Race of Life*, *The Bloodhound and the Bug*, *The Collapse of Civilization*, *Parties*, etc. Foreword by Dorothy Parker. \$2.00

## ARNO, STEIG, IRVIN, etc . 5

Once again the cream of the wit and satire of the most amusing magazine in America has been collected in this joyous volume—the ideal gift for Christmas, for birthdays, for week-end hostesses or for any other person or occasion. Hundreds of uproarious drawings by all of the three-star comic artists; Soglow, Held, Williams, Freuh, Rea, Klein, Shermund, Dunn, Hokinson, Arno, and scores of others. A big book. \$2.50

## GUY DE POURTALES . . .

ANDRE MAUROIS says: "No one could be better equipped to write the life of Wagner than Guy de Pourtales, with his profound knowledge of music. This biography, which brings to light numerous unpublished documents, is the best of his books." Only now, fifty-one years after his death, has it been possible to write the definite life-story of Richard Wagner, one of the greatest creative geniuses in all history. *Illustrated*. \$4.00

# HARPER AND BROTHERS 49

October 29, 1932

1685

# NOVEMBER

16th  
BOOKS

## NO POEMS

or Around the World  
Backwards and Sideways

## THE SEAL IN THE BEDROOM

## 5th NEW YORKER ALBUM

## WAGNER

A New Biography

49 EAST 33rd STREET, NEW YORK

**COMING SOON . . . BY POPULAR DEMAND**

# A PARADE OF THE STATES

## BY BRUCE BARTON



**A** YEAR ago General Motors started a weekly broadcast over a coast to coast network. It was called *A Parade of the States*, and the sketches were written by Bruce Barton.

**850,000 ARE INTERESTED.** The program was a tremendous success. 849,763 letters were received from enthusiastic listeners, who are anxious to have it in permanent form. (How many books have *that* many customers waiting for it?).

And now these sketches have been made into a beautiful book—with 48 separate maps of the States, each done in two colors. The book will contain 210 pages and will be beautifully bound. It will be a De Luxe edition for \$2.

**A DE LUXE BOOK FOR \$2!** Since the news that this book was being printed was announced over the radio, we have had so many inquiries that we are making this announcement to say that it's being rushed as rapidly as is consistent with a book of such beauty and quality. We expect it to be ready for distribution to you around the middle of November.

Each sketch stresses the development

of each of the 48 states—its history, the great men and women that the state has contributed to the nation, its natural resources, its outstanding cities and its scenic splendors. And all told as only Bruce Barton can tell it!

Here is a book that will thrill old and young, school children and grownups. (Needless to say there will be no mention of General Motors—for this is not propaganda—but a fascinating, sumptuously-bound book of general interest).

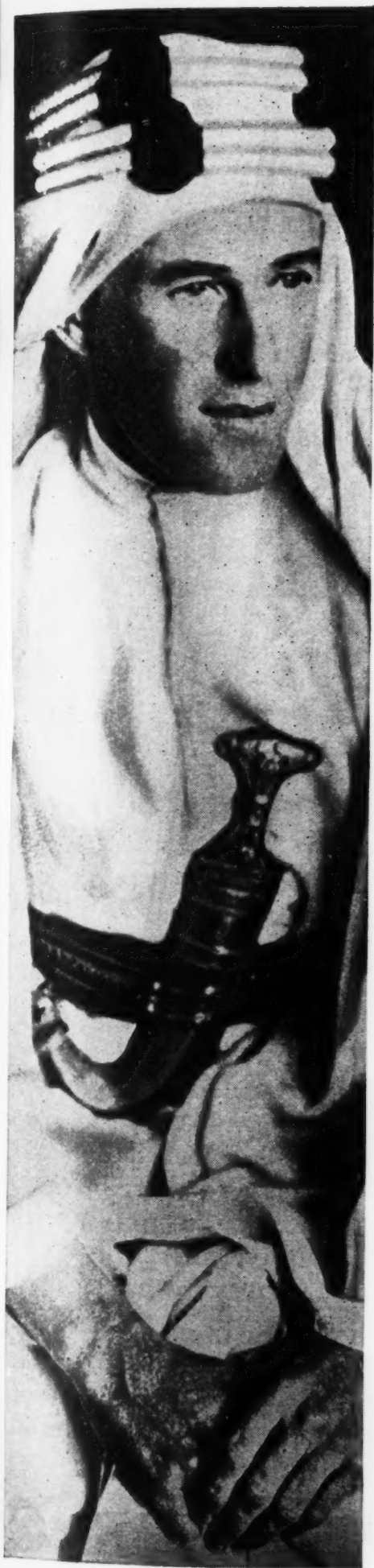
**RUSH YOUR ORDER DIRECT.** There will not be time for our travelers to show this book to all of you. So orders will be filled direct. Write or wire (collect) your order at once! The book has been announced over 40 radio stations throughout the country. A demand has already been built up to such a point that it was necessary to make this special announcement in order that booksellers may know when to expect its publication.

**THE SURE FORECAST OF A BEST SELLER.** The applause of 850,000 people is a sure forecast of a new best seller! So rush your liberal order at

*Published by Doubleday, Doran & Co.  
and Distributed by*

**GARDEN CITY PUBLISHING CO., GARDEN CITY, N.**





# T. E. SHAW

*As "Lawrence of Arabia"*  
*he gave us*

THE SEVEN PILLARS OF WISDOM: Still the sensation of hundreds of years of publishing. Copies changed hands at as much as \$5000 each.

REVOLT IN THE DESERT: which has sold close to a quarter of a million copies and is still selling.

*Now as*  
AIRCRAFTSMAN T. E. SHAW  
*he gives us*



## THE ODYSSEY OF HOMER

translated into English prose, vital, modern, poetic, "not for scholars but for *everybody*" as he says. Shaw's position as probably the greatest contemporary English stylist makes this translation of immediate importance, and its unique flavor is suggested in his own words, "Wherever choice offered between a poor and a rich word richness had it to raise the color."

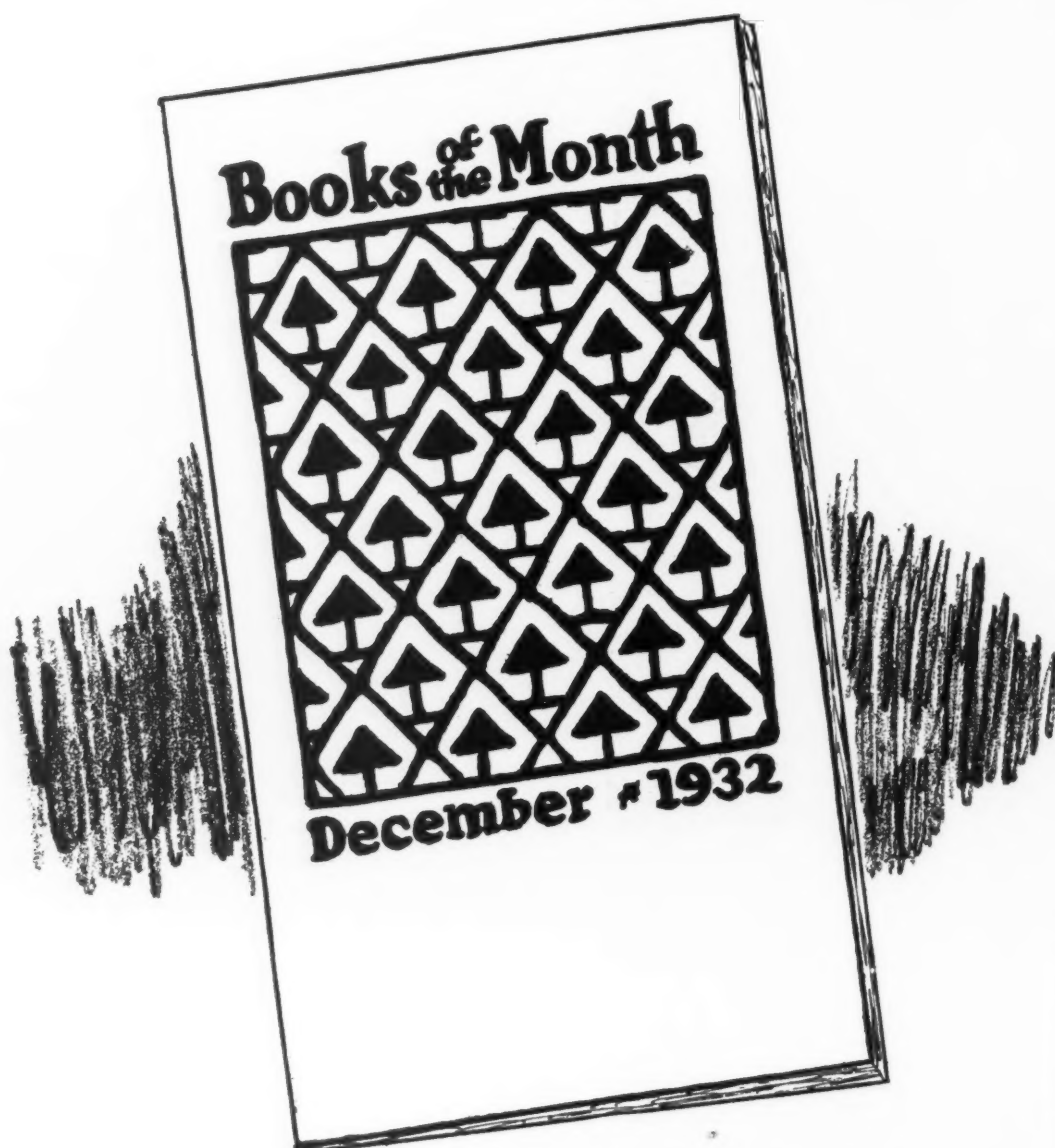
DESIGNED BY BRUCE ROGERS: a volume of great distinction, the text set in a large readable Jenson face, with ample margins. A notable Bruce Rogers item.

LIMITED IN ENGLAND TO 500 COPIES: for sale at \$50. Only in America has Shaw permitted the publication of a popular priced edition.

OUTSTANDING AMONG BOOKS: T. E. Shaw calls the Odyssey, "the oldest book worth reading for its story and the first novel of modern Europe." This beautiful, low-priced (\$3.50) edition of his translation is a volume every book lover will want to own. To be published November 25th. Order at once to obtain copies of the first edition.

OXFORD UNIVERSITY PRESS  
114 Fifth Avenue, New York

# Book checklists for



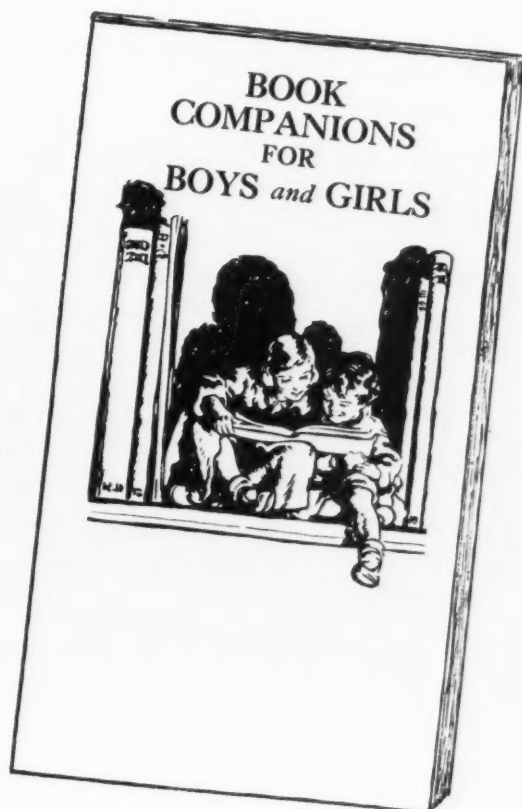
THE  
DECEMBER  
HOLIDAY ISSUE  
of  
BOOKS OF THE MONTH

- Low in cost
- Two Color Cover
- 48 pages
- 250 Selected Books
- Easy to distribute
- Ready to enclose with November bills
- Handy to carry

This is the little GIANT of the book business—the dealer catalog used today by over 400 retailers, maintaining its circulation near 200,000 for this Christmas Season. Put it to work December 1 to December 25. Costs you but \$12.00 per thousand.

R. R. BOWKER CO 2 W

# Our Christmas Buyers



- Fits a business envelope
- 16 pages
- 75 selected new books
- Classified by ages
- Enclose in November bills and statements
- Low in cost

## A HANDY GUIDE TO CHILDREN'S BOOKS

This is a dandy little list of 75 fine new books for boys and girls—just the size and assortment to help parents, aunts, and others pick books for their young folks. Costs you but \$10.00 per thousand imprinted.

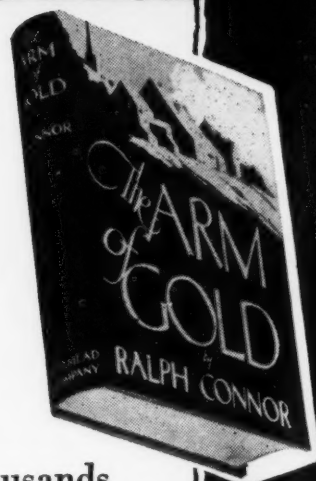
2 W. 45th St. New York



## 2 New Sellers by Popular Authors

By RALPH CONNOR

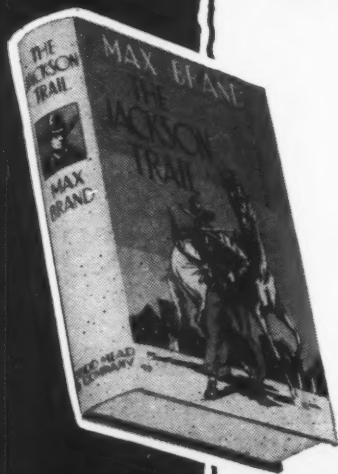
# THE ARM OF GOLD



Recommend this new novel to the thousands of enthusiastic readers who enjoyed the earlier Ralph Connor books, like "The Sky Pilot," and "The Man From Glengarry." Here is another story in the same inspirational vein — the conflict between idealism and material gain, between love and greed, set in a lovely Cape Breton village, clinging to the hillsides that run down to the Bras d'Or. \$2.00

By MAX BRAND

# THE JACKSON TRAIL



All through the West the fame of Jesse Jackson spread! The law hated him, sheriffs dreamed and plotted over his capture — even rival bandits feared him. One really formidable enemy he had — "Doc" Hayman and his gang, and this is the story of the battle between these two — a battle of wits and nerve, of singing bullets and mad ridings. Max Brand at the top of his form! \$2.00

DODD, MEAD & CO.

449 Fourth Ave.

NEW YORK

# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

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NEW YORK, OCTOBER 29, 1932

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## The Fall Buying of Books

*Wise Buying Cannot Be Done Without a Careful Keeping of Records and a General Knowledge of What Will Sell; Book Week Offers An Opportunity To Stimulate Fall Buying*

L. V. Harvey

*Manager of Pomeroy's, Inc., Harrisburg, Pa.*

THIS YEAR THE BUYING OF BOOKS for the fall and holiday trade either can be a nightmare of fear to the bookseller or he can make it a real pleasure. It all depends upon the attitude adopted to meet this yearly problem in a year which has been particularly trying, but which has already shown signs of improvement.

As it is a waste of time to discuss pessimistic thoughts let us look at the pleasant side of book buying and selling. Have you a workable plan to guide you in your buying or are you going by "hunches" of a hit-or-miss variety? Too many of us probably are in this latter class. Our business today to be successful must be planned down to the last detail, and that plan then carefully followed through. Changes must be made only after thoughtful consideration for their effect on the whole plan. You are probably asking what is meant by "plan." We shall try to outline for you some of the many different ideas which may be adopted to form some such plan.

Analyze your community from the standpoint of the effect that present business conditions have had upon your customers. Are they able to buy the books this year that they have bought in other years? In what way may the changes that have occurred affect their reading and buying habits? What changes shall you make in your buying to offset or meet their changed interests or needs? If they are unable to buy fiction and non-fiction, why

should you not install a circulating library which will enable them to keep abreast with the latest in books. This will continue to draw these old customers, and new ones too, into your store and when they are again able to buy the books they want they will do so, naturally, from you.

There is another idea so obvious that it seems a waste of time to mention and yet we believe there is no other source of loss so prevalent in the booktrade. Are you able to tell from the markings in your stock how long the various books have been on your shelves? If not, start marking at once in such a way that you will know in the future. If you are able to tell how long any book has lived with you, why not serve "quit notices" on the unprofitable tenants? If they won't move themselves it will be necessary for you to set them out. Place them on tables to the front of your store, mark the prices down to figures that will move them quickly. You will need the space they have occupied for your new fall stock, and the money they bring in can be used for paying for it. Add to these close-outs some of the many splendid offerings of the various publishers who are in the same position and are clearing out their old stock. Range your book bargains by price groupings. Use a window display, stock it freely. Advertise, if you have only a few of one title, by price groups. Make a children's table, and you will be surprised at the results you will obtain from it. You

may be opposed to "remainder sales," but they do bring money into the till and move out old and slow stock. One store in a small eastern city, in the first six months of this year, through the sale of "remainders" increased the number of their customers 10% and sales 3.4% over the same period of 1931.

If you have already adopted a plan, does it tell you what you bought last year and what you carried over to the first of the New Year? The new card system planned by the American Booksellers Association and the R. R. Bowker Company offers the booksellers a plan which will show you next year a trail that will be easy to follow. If there have been errors in buying they will show and may be avoided in the future. Ask them to place your name on their mailing list, and cards will be sent to you regularly. File them carefully, placing all new cards to the front of the file and as books are ordered place them back of a monthly guide so that you can keep track of them as they are issued. When the stock is received place these cards in their respective "stock on hand" file. Arrange by the various classifications of fiction, non-fiction, dictionaries, cook books, Bibles, etc. The cards for these various groupings can be removed at stated periods, some each week, some every two weeks. Stock is taken in just a few minutes in the morning, and the cards left on the buyer's desk for checking and ordering. In this way all stock can be carried with a maximum of efficiency. Do not throw away the cards of books which you have not ordered. Keep them in a file arranged by publisher, as they are a source of information regarding price, size and contents that can be found only in the publisher's catalog and only then as the result of some effort to locate them. This idea of stock records is not new but has been adopted by very few booksellers throughout the country. It does not involve as much labor and time as many believe. A few minutes a day in the morning when trade is always slack is sufficient to keep this system in perfect operation.

It may be expanded to include a loose leaf record with columns for recording weekly all the popular juveniles, dollar books (both for juveniles and adults) and certain staple titles of juveniles, and pop-

ular copyrights. You can buy the ruled stock record cards from R. R. Bowker on which can be listed other staple items in your stock. There is no hit-or-miss to a plan like this. You know and you buy in accordance with your records. Do not say that you cannot afford this system, because you cannot afford to be without it.

Do you know what part of your stock is moving and what part of it is slow? Do you actually know or do you only guess? Make a check up and find out. Rule a card or sheet of paper and place in a loose leaf holder and place it at your wrapping counter. Have each sales person record each book sold opposite its classification in the column of the day of the week. Classify your stock in whatever way will give you the needed information. Separate your juveniles into dollar books, 12mo's at twenty-five and fifty cents, something to do books (which include paint and crayon books, puzzles, paper dolls, etc.) bedtime stories, and illustrated books for boys and girls. Run this check for a month; you will be surprised how far out of the way your "guess" was. Do you know what percentage of your daily sales are made from juvenile books? Keep a daily record of each sale of children's books for a month by dollars and cents and then find the percentage it bears to your total book sales. In a recent test carried over three periods of one month each, in a year, the average was 33% for children's books. "As the twig is bent" and so on. These few examples are the outstanding parts of a general plan for bettering book buying, which will insure easier bookselling.

Other plans which are obvious and need only slight mention, are newspaper advertising, and display. Do you plan and carry out regular monthly advertising or are you one of the many booksellers who advertise in a few inches of space only during December? Advertising always pays, but you pay in lost business when you do not keep your store and its merchandise constantly before your public. How frequently do you change the dressing of your windows? As soon as they cease to pull or do you let them stand until they look as though they constituted a permanent display? Make your display timely, capitalizing the events of the day or the interests of your community. The same people pass



your store window day after day and they would like to see something different. Perhaps you will say "that's all old stuff"; of course it is, but are you using anything new that is better? If you have adopted a plan that covers the above outline of book buying knowledge, you are in a splendid position to plan your fall buying. You know that your window and interior display will pull good business. Your stock is cleaned and at a low point, ready to receive the new books of the publishers; your tests and daily records will tell you which classification of books are selling best and why. You will know that this year will undoubtedly be a year in which children's books may be sold easily. When grown-ups curtail their own book buying they always appease their book conscience by remembering their boys and girls.

Go over the publishers' lists and select from them the books which appeal and which your plan tells you you should buy. One store has planned its fall book buying, subject of course to variations as late events may dictate, as follows:

Juveniles .....	50%
Popular Copyrights .....	15%
x Non-Fiction .....	20%
Dollar Books .....	10%
Fiction .....	5%

x Includes books of travel, biography, poetry, gift books of all kinds, dictionaries, cook books, etc.

This budget is not given as an ideal one for the booktrade but rather to show that a definite plan followed through for several years gives certain positive facts which cannot be ignored in the plan of fall buying. If you have any objection or criticism of this plan change the figures to suit your plan. The point we are trying to make is that you should have a plan.

If your buying is now laid out, the next part of your plan is the display and selling of the books that you have bought. As a matter of fact no books should be bought at any time merely because the bookseller thinks they should be in his stock. There should be a definite sales plan in mind when the purchase is made. Have you bought or do you pass up the "Little Orphan Annie Series"? One store has used over a thousand copies of these seven titles in this past year, and every day after school and on Saturdays, boys and

girls group around this table looking at the pictures. Here is one selling opportunity that is receiving nation-wide advertising and only needs display to bring sales.

Book Week this year shouts the battle cry "Books for Young America"; and what a rallying cry! This Week is an opportunity that comes once a year and at a time when the new books, as well as the old staple business, may be placed on exhibition and used to stimulate the holiday gift buying. The theme for Book Week "Books for Young America" lends itself to a display which can be made as attractive and valuable in its pulling power as the "Round the World" idea last year.

Use one table or group of tables and display all books about Washington, Lincoln, and the great men and women of our Nation. Use an assortment of American flags and some relics which will add to the display and interest of this table. Another table shows postage stamps, albums, books about hobbies and things for boys and girls to do. Another attractive display can be made from paint and crayon books and sets, games, puzzles and a few toys. Bed-time stories with Raggedy Ann and Andy dolls will make these books particularly appealing. Group the so-called 12mo's ranging in price from 25 cents to \$2.50 in a separate display, with a model airplane, basket ball, foot ball, hockey sticks, skates, to show the democracy of taste to be found in these juveniles. This display will attract a lot of attention and will mean many sales. As "Young America's" thinking is international as well as national, a group displaying the books about boys and girls of other lands can be attractively arranged with the aid of flags of other countries.

There seems to be a wide difference between the title of this article and what has been written, but wise buying cannot be done without the careful keeping of records and a definite knowledge, as far as it is humanly possible to determine, of what will sell. Each bookseller must decide for himself just what stock shall be bought and what shall be passed up. There will also, undoubtedly, be limitations to the amount which can be bought. Stock well bought is half sold. It is not difficult to plan selling events, but it does take work to carry them out. The results will prove to you the value of the time so expended.



# Window Lights

Alfred van Ameyden van Duym

*A Department Devoted  
to Advance Information  
on Window Display  
Material and Practical  
Hints on Window  
Designing*



## Children's Books (Part I)

IF THERE IS any truth in the statement that "the child is father of the man," juvenile books ought to overlap grown-up books in importance. Insofar as actual facts are concerned, however, nothing seems to be further from our practical experience in selling books. Once a year we get very busy and devote actually a whole week to children's books. This enthusiasm for the young reader continues until Christmas but after that any book salesman of juveniles is met with a very cold reception on the part of the book-seller. Far be it from me even to try to remedy this situation, but let us at least for the next few months put a sprinkling of juveniles in all our windows. From personal experience I know that it pays.

The evil minded "furrier" who maintains that the only thing this country excels in is superior plumbing and dentistry might also include children's books. Every year the output of children's books becomes more gorgeous, and this is certainly due to the remarkable intelligence displayed by the publishers' juvenile editors.

As the response for material for juvenile window displays has been nothing short of tremendous I think I might as well plunge right in. I am somewhat abashed at the magnificence of the picture and will not treat each publisher separately but pick the plums and let you do your own sampling. In the matter of displaying books for children we may introduce other objects than books. It seems to me that in one of my previous articles for the *Publishers' Weekly* I said that in displays for grown-ups showing too many things other than books, might detract from the books displayed. This is not necessarily true of juvenile displays. The child's play world is principally made up of toys. Last year the National Association of Book Publishers asked me to make some juvenile windows for them to be sent around to the trade. These particular windows were made in Young Books, Inc., a fascinating bookstore which deals almost exclusively in Children's Books. Imagine my confusion when I, an adamant "only books" window maker, found that the



*These cut-out posters from  
the Oxford Press offer un-  
usually gay objects for  
window display*

inclusion of toy trains, ships, dolls, toy furniture, etc., was considered an essential! But I duly conformed, as I realized that experience had taught juvenile book-sellers that a window of books relieved by toys or a window of toys with an occasional book pays. Miss Griesser of the N.A.B.P. has kindly sent me its circular for Book Week. *Do not relegate this immediately to your waste basket as it contains some very valuable as well as practical information.* Especially the "Ideas for Displays" and "Publicity and Special Stunts."

Unusually gay objects for window display—at least so it seems to me—are the Oxford Press cutouts as well as their very colorful posters. With these posters in the background and the cutouts scattered through the window you only need a few books to lend the finishing touch, I admit, a very essential touch. One of the cutouts is for "Wagtail" by Alice Crew Gall and Fleming H. Crew.

The Century Company has become very swank in its publishing of juveniles this year, with a separate juvenile catalog carefully graded, and a very lovely map of the United States, bright blue ink on salmon



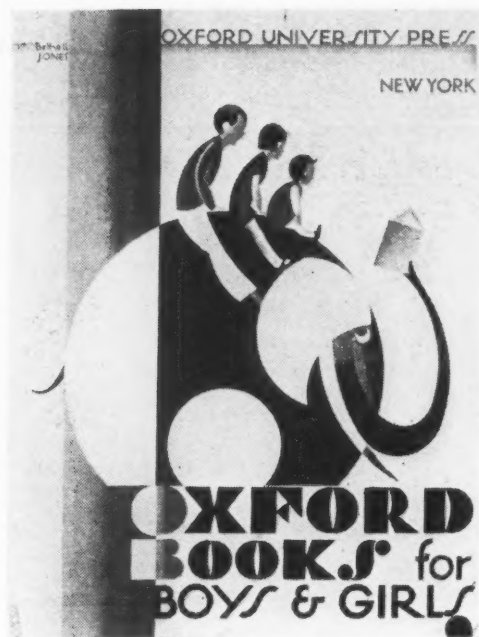
*The photographic illustrations from "Sally and Her Friends" make excellent display material*

pink stock. The sub-heading of this map (which we will reproduce in the next issue) is "Uncle Sam offers the United States in Books." This map will also list a hundred titles and invites the young reader to a book exploration of the United States. Two of the Century books which have a regional appeal are "Rosalita" by Lovell Beall Triggs, for Californians, and "The Green Mountain Boys" by Gilbert Smith for Vermont and New England.



*An attractive window of Putnam and Minton, Balch juveniles in the Putnam Bookstore*





I cannot refrain any longer from expressing my delight with the Farrar & Rinehart juvenile "Sally and her Friends" by Lena Towsley. We reproduce one of the fascinating photographic illustrations. It seems to me a book which parents will buy for their own delight as well as for that of their children. Just open up the book at any page; that is all the display it needs. While we are on the subject of books about children and animals, there is also, "Jemmie, the Kitten from Maine" by Eleanor P. Wheeler, published by Harrison Smith & Robert Haas with charming illustrations by Marjorie Flack and then another Farrar and Rinehart gem, "This Little Pig," about the little pig that wanted its tail straightened out, with a miniature pig attached, comparable in its almost philosophical content to "Millions of Cats."

The highlight of the season, however, is Doubleday, Doran's "Ola," by the d'Aulaires, certainly the most beautiful juvenile of the year. There is a beautiful poster for the book and its colorful illustrations make a magnificent display. We reproduce a window made up of this book exclusively. In importance it vies with last years eminently successful "Christ Child," though the contents are of course of a quite different order.

We also reproduce an exceedingly attractive window made up of Putnam and Minton Balch books for boys and girls. "The A.B.C. Book of People" by Cole makes an excellent display opened up at



Two more very attractive Oxford posters

any page, the poster like effect of all its illustration serving well to stylize a window. There are also separate posters available for "The Farmer Sows His Wheat."

Macmillan is very proud and rightly so about the extensive list they have of Lewis Carroll publications. As this is the centenary year of the immortal Alice we include a list of the different editions they have available (with poster material such as enlarged Tenniel illustrations).

"Alice's Adventures in Wonderland." Illustrated by John Tenniel. Plates from original English edition. \$1.75.

"Through the Looking Glass and What Alice Found There." Illustrated by John Tenniel. Plates from original English Edition. \$1.75.

Both titles, miniature editions, bound in full crushed morocco, Each, \$3.50.

Both titles, miniature editions, bound in cape crushed levant, Each, \$7.50.

"Alice's Adventures in Wonderland" and "Through the Looking Glass" (one volume). Illustrated by John Tenniel. *Macmillan Children's Classics*. \$1.00.

"Alice's Adventures in Wonderland." Illustrated by John Tenniel. *The Little Library*. \$1.00.

"Alice's Adventures in Wonderland." Original plates on larger paper, 8 illustrations in color and colored endpapers and jacket. \$2.00.

"The Story of Sylvie and Bruno." Illustrated. \$2.40.

"The Hunting of the Snark." Illustrated. \$1.00.

Brewer, Warren & Putnam tell us about the renewed life they are putting in "Her-

bert the Lion." Cutout posters make a very striking display with the book.

Scribners has one of the most charmingly amusing books for children in "A Little Boy Was Drawing" with text and pictures by Roger Duvoisin, which lends itself exceptionally well to display.

Most of the books I have talked about in this restricted space have been books for younger children, and I might add that some very pretty posters were sent by the Platt and Munk Company who specialize mostly in picture books for tiny tots.

In my next article on juveniles I will

talk about displays for children of more advanced age, more about the juvenile books of Macmillan and Doubleday, Doran and other publishers and also about cheap juvenile series.

NOTE: Winston Co. would like to draw attention to their contest on the New Standardized Official System of Contract Bidding, advertised in the *New York Times* on Oct. 16 and the *Herald Tribune* on Oct. 23 both in the magazine section. A reproduction of the advertisement suitable for display will be furnished to booksellers on application.

*So much display material was sent Mr. van Duym for this Children's Books Window Lights that it was found necessary to divide the department into two parts. The second section will appear next week and the next regular appearance of the department will be the week following*



*The background of this striking window in F. A. O. Schwartz's toy store in New York is made up entirely of jackets of "Ola" (Doubleday). Dolls dramatize the display*

# Ithaca Bookshop Over One Hundred Years Old

*In Spite of Its Age the Corner Bookstore Is Modern in Policy and Aggressive in Selling*

OVER THE DOORWAY of the Corner Bookstore in Ithaca there is a sign which says, under the name of the shop, Established 1868; but this is decidedly an understatement, for this shop was really founded as early as 1830 by D. D. Spencer, and has continued as a bookstore ever since. In 1868, the business expanded, moving into a larger store on East State Street which it occupied until 1923. Apparently, it took the date of its founding from this momentous moving, and has modestly kept to it ever since.

"This store is a bookstore and not a bookshoppe" declares the proprietor, Grover C. Barnum, emphatically. It carries a general line of books of all publishers, but deals primarily in new books, and conducts its business along modern lines, operating on a budget, using stock control cards and a definite planned sales policy.

Mr. Barnum is a great believer in direct by mail advertising, and has three active mailing lists, none of which are duplicates. The first is a list of 300 selected names. The second list is one of 600 names of customers in and out of town, second best prospects. The third list is of 1000 names, covering occasional buyers from all over the country and is used only for large mailings. Mr. Barnum uses the telephone a good deal to make sales to customers when he is sure they will be interested. The shop knows its customers and what they like and makes a point of telling them about the books which are sure to interest them. Mrs. Barnum is on the Board of Directors, is in the shop and reads many of the new books as they come along. Mr. and Mrs. Barnum never read the same books, time being so short and books so numerous, so they manage to be very well informed. He says gallantly that she is the better informed of the two in the new book field. Clerks are trained to be tactful, as the shop is visited by many members of the

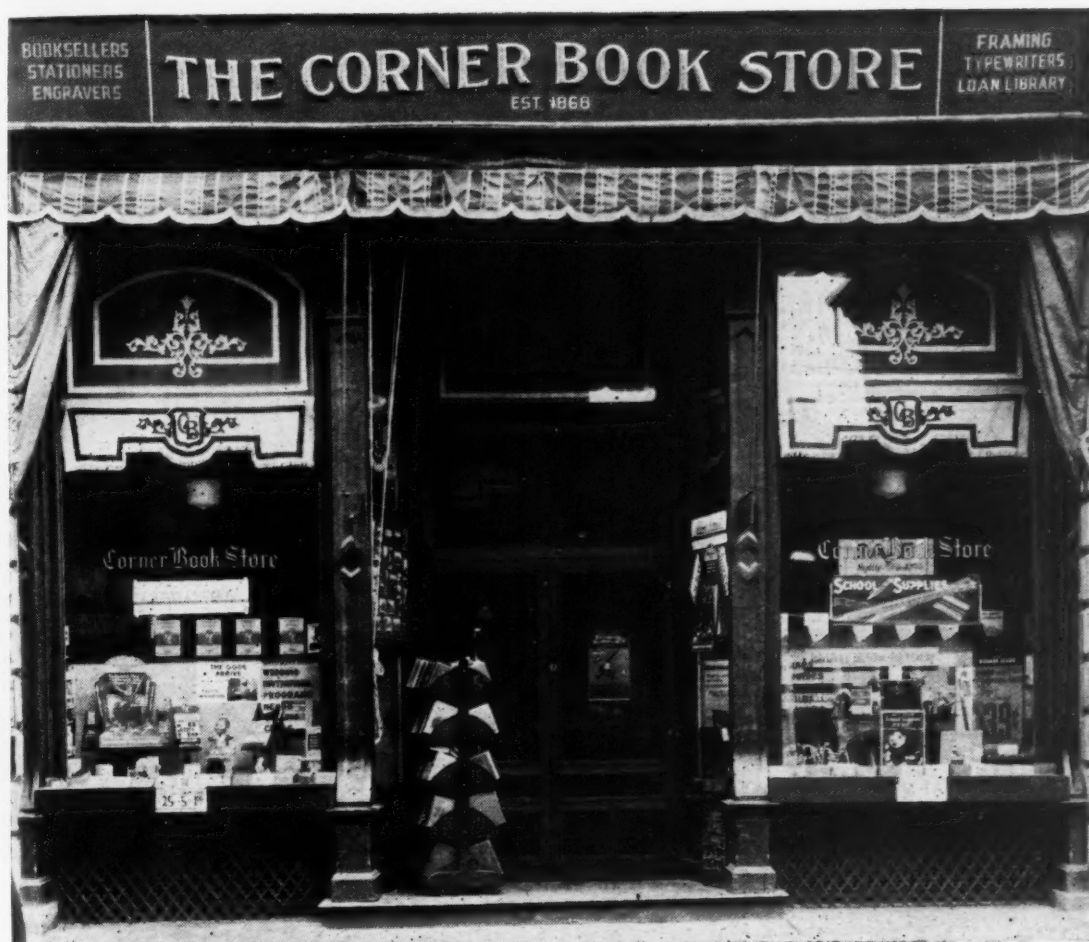
college faculty and unless the clerk is asked for information he may find his customer better informed than himself.

Three loan libraries of books are conducted. When the Cornell Public Library closed last spring, it was found necessary to open a lending library for children and a lending library of reprints in addition to the general library already in operation. Both of these have proved profitable, with very little additional labor. The Pastime Jig Saw Puzzles have also been recently installed, so that makes a fourth lending library.

Ithaca is an educational center. "With the exception of a couple of manufacturing concerns," writes Mr. Barnum, "about all that is produced here is education." It is a city of twenty thousand in the picturesque Finger Lake district of New York State. There are only about forty thousand people in the whole of Thompsons County, not a great many for a bookstore to cater to. The student body, in the college season, increases these figures by five or six thousand students at Cornell University and Ithaca College. The Corner Bookstore is about a mile and a half from the Cornell Campus on the hill, but it manages to attract its share of the college trade.

The basement is filled with old books of a general sort and here the students come and browse unattended, on the lookout for a possible first edition. These old books are low in price, of course, and that makes them tempting to students who make the mile and a half journey in search of bargains. Mr. Barnum goes scouting for these books through the surrounding counties, and advertises to buy old books and libraries in the classified columns of the newspapers of the nearby towns. If, as happens once in a great while, he finds a library that is too valuable to be sold at his shop, a New York dealer will always come up to appraise it. Some dealers make periodic





*Here come students, professors and townspeople in search of books*

visits to his shop in search of rare book stock.

The shop has a large department for fine printing and fine stationery and this brings in many students; but in the stationery field Mr. Barnum has a great deal of competition from the chain stores, especially on the very items that are the very backbone of a profitable stationery business, that is the school supplies. The only way to capture a share of the trade is to have some things that are very attractive and exclusive, and this will bring the students trooping in. As sidelines the shop also carries typewriters, for which it has the Remington-Rand agency, and has a picture framing department. The newest sidelines to be added are games, dolls and toys.

The *Sunday Times* and *Tribune* book reviews are very helpful. They never fail to bring customers into the shop, often with the review in hand, looking for the important new books.

The Corner Bookstore was founded, as we have related above, by D. D. Spencer in 1830; and he in time was succeeded by his son, Spence Spencer. In 1860 the busi-

ness was purchased by George W. Apgar, who in turn sold it to Dudley F. Finch. For a time James B. Taylor, Sr., was associated with the store and in 1868 there was the move to 158 East State Street where the store remained until 1923. In 1873, Mr. Finch and Mr. Apgar again went into partnership and the shop was known as Finch and Apgar. In 1896 the business was sold to James B. Taylor, Jr., and Eugene Preswick and was known as Taylor and Preswick. In 1899, Henry C. Carpenter succeeded Mr. Preswick and the firm became Taylor and Carpenter. Mr. Carpenter retired in 1911 and the store became The Corner Bookstore. In 1923, Grover C. Barnum, who had previously been president of the store but had during the war and immediately after been with the Federal Reserve Bank, was persuaded by the stockholders to take over the presidency and management of the business. He then moved it to its present location in more spacious quarters at 109 North Tioga Street, and under his leadership, this old bookstore has continued with renewed vigor.

# THE Publishers' Weekly

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Founded by F. Leypoldt

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EDITORS  
R. R. BOWKER FREDERIC MELCHER  
MILDRED C. SMITH  
ALICE P. HACKETT SANFORD COBB  
ALBERT R. CRONE . . . . Publications Manager  
LOUIS C. GREENE . . . . Advertising Manager

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**I** HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.  
—BACON.

## Book Week Nearly Here

BOOK WEEK, which will have its fourteenth observance this year, has qualities peculiar to itself and different from any other event of the book year. It is the occasion when all people interested in books feel drawn together in a happy cooperative spirit, when authors, publishers, booksellers, librarians and teachers all contribute what they can to increase the quantity and quality of the book reading interests of our boys and girls. These fourteen years have seen no cessation of interest, the number of schools that are having Book Week observance is larger than ever and magazines and newspapers are again giving evidence by special articles that the reading of children is a cause very near to their hearts.

If all the discussion and good wishes are actually to bring books to the home bookshelves, there needs to be hard work on the part of the booksellers, and the routine of everyday business must not be allowed to prevent the careful planning for the displays which are the feature of every bookstore during the week that begins on November 13th. Whether purchases are made in that week or not, the customers want the opportunity to look over the new books, to compare new editions and see what illus-

trators have produced this year and to make records by checking the things they desire to purchase for December giving.

It is a colorful time in the bookshop, for nothing in the year's publications is lovelier than the display of new children's books, and it is a fruitful time for the bookshop because then are planted seeds for future months and for future years. The child, once started on the road to a personal ownership of books, never gets over the habit; he becomes an habitual visitor to bookstores.

May the fourteenth Book Week be as fruitful in real values as any that have preceded it. It is an occasion of special satisfaction because this year in England the first of their Book Weeks for Boys and Girls is beginning under significant sponsorship and with the hearty cooperation of all the different groups such as have made the event so important in America.

## American Books for English Young People

AMERICAN BOOKS as a whole do not find their way easily into the English market, and in the field of children's books the exclusion seems decidedly rigid. The National Book Council of England has just distributed, in connection with its efforts to increase the national attention to books, a selected list of Books for Young People from little children to the older boys and girls. Out of something like 700 books less than ten per cent are from writers not English and only 26 titles are of American origin. One can't help thinking that the English boys and girls as they grow up would have a better understanding of their cousins to the west if there was among the reading offered to them a more liberal infiltration of the best books that have been produced on this side of the water, and certainly there are good books from which to choose.

Among those that have been recommended in this list are a selection of Burgess's books, Hawthorne's "Tanglewood Tales," Alcott's "Little Women" Series, Susan Coolidge's "Katy Did" books, Burnett's "The Secret Garden," one of Barbour's books, one of Cooper, one of Jack London, a volume of O. Henry, Melville's "Moby Dick," two of Mark Twain,

Dana's "Two Years Before the Mast," Prescott's "Conquest of Mexico" and "Conquest of Peru," Lucy Fitch Perkins' "The Cave Twins," Van Loon's "Story of Mankind," Hillyer's "Child's History of the World," Eugene Field's "Lullaby Land," Longfellow's "Hiawatha," several of Ernest Thompson Seton, and Bob Bartlett's "Boy Scout's Book of True Adventure."

### Shall We Rise Refreshed?

IN ENDEAVORING TO MAKE an estimate of the general condition of the booktrade, it is not easy, in fact it is not possible, to separate accurately from each other the different elements involved, how much of our difficulty has been due to the general business conditions of the country, how much due to conditions specifically connected with the booktrade and how much trouble is inherent in individual bookstores and publishing offices.

The first type of difficulty we must face not simply as business men but as citizens of a troubled nation in a troubled world and as members of a society which did not know how to select the foundations on which to build. The great problems of unemployment, slackened commerce and confused finances are making trouble for the booktrade but they did not originate from our little section of industry. Publishers did overproduce new titles and stock crowded the warehouses; many booksellers did use up their capital in new branches or new fixtures and side lines, but there was no Insullization of the industry in either of its branches and its leaders set a generally temperate example of optimism.

It is on the conditions that are due to the booktrade's internal set-up that the industry must concentrate. The editorial conceptions of books to be produced reached beyond the existing markets for these books and more time was spent in damning the distributors than in studying distribution; the changing methods of distribution in other industries were not studied nor were methods of credit extension developed; the bitter canker of price-cutting was carped at but accepted rather resignedly. The industry was slow to organize as modern industry must, and even now many publishers believe trade problems can be faced by individual houses as effectively as by a

fully adequate organization in spite of all the evidence to the contrary. Booksellers have thought too much of their differences rather than of their common problems and given all too inadequate support to their own organization. Many lost sight of the need of carefully training each new entrant among the selling force, others failed to maintain a balance between good business methods and downright enthusiasm for books or let sidelines eat up profits before they were liquid.

Much hard thinking has gone into the past few months in the booktrade and now that the up-turn seems to have come, we ought to be able to build more soundly than ever before.

### Our Congratulations

THE ATLANTIC MONTHLY celebrates, with its November number, its seventy-fifth anniversary, a celebration which is of real significance to American literature and American affairs. Appropriately the text of the magazine is given up to a selection of what we may consider the publisher's favorite examples of the *Atlantic's* previous contributions, selections that include contributions by such distinguished contributors as Oliver Wendell Holmes, John Burroughs, Dallas Lore Sharp, Woodrow Wilson, William Beebe, John B. Tabb, John Masefield, to mention but a few. The editors also list some sixty other contributions that they are particularly proud of having published, and the list is distinguished, indeed, ranging from Ralph Waldo Emerson and Nathaniel Hawthorne to Ernest Hemingway and Robert Frost and political figures from John Hay and A. T. Mahan to Grover Cleveland and Alfred E. Smith.

The seventy-fifth anniversary number is one to be kept on the bookshelf and gives occasion to congratulate this American institution, *The Atlantic*, with its distinguished list of editors, James Russell Lowell, James T. Fields, William Dean Howells, Thomas Bailey Aldrich, Horace Scudder, Walter Hines Page, Bliss Perry and Ellery Sedgwick.

<p>BOOK WEEK November 13-19</p>
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# P. W. Form-Sheet

## Neck and Neck

- SONS. By Pearl S. Buck. John Day, \$2.50.
- THE SHELTERED LIFE. By Ellen Glasgow. Doubleday, Doran, \$2.50.
- THE FOUNTAIN. By Charles Morgan. Knopf, \$2.50.
- INHERITANCE. By Phyllis Bentley. Macmillan, \$2.50.
- SMITH. By Warwick Deeping. Knopf, \$2.50.
- MORE MERRY-GO-ROUND. Liveright, \$3.
- THE MARCH OF DEMOCRACY. By James Truslow Adams. Scribner, \$3.50.
- DEATH IN THE AFTERNOON. By Ernest Hemingway. Scribner, \$3.50.
- VAN LOON'S GEOGRAPHY. Simon & Schuster, \$3.75.
- A NEW DEAL. By Stuart Chase. Macmillan, \$2.
- Headed the fiction lists of the stores reporting to the N. Y. *Times* for the last week, in N. Y., Philadelphia, Washington, Atlanta, St. Louis, and San Francisco.
- 7th printing. The American News Co. reports it their national best seller for the week ending Oct. 23.
- The two largest stores in Providence tell us it was their best selling novel for the month of October.
- The best selling novel at Brentano's in Chicago for the second month.
- One of the three best sellers in N. Y. and Chicago last week.
- Stores in Washington, New Orleans, and St. Louis report it their non-fiction best seller of the past week in the *Times*.
- One of the three best sellers of the past week in N. Y., Philadelphia, New Orleans, and San Francisco.
- The American News Co. lists it as their national best seller in non-fiction for the week ending Oct. 23. It is also the choice of N. Y. and Philadelphia stores in the *Times*.
- 83,000 copies have been sold including the book club sales, and a fourth printing of 15,000 is now on the press.
- Travers Book Store in Trenton, Lazarus in Columbus, and Millers in Atlanta tell us it was their best seller in non-fiction for the month of October.

## Betting Favorites

- LIGHT IN AUGUST. By William Faulkner. Smith & Haas, \$2.50.
- TREEHAVEN. By Kathleen Norris. Doubleday, Doran, \$2.
- ROBIN HILL. By Lida Larrimore. Macrae, Smith, \$2.
- THE OSTREKOFF JEWELS. By E. Phillips Oppenheim. Little, Brown, \$2.
- ANNE BOLEYN. By E. Barrington. Doubleday, Doran, \$2.
- BLOODY YEARS. By Major F. Yeats-Brown. Viking Press, \$2.75.
- THE LETTERS OF D. H. LAWRENCE. Viking Press, \$5.
- GROVER CLEVELAND. By Allan Nevins. Dodd, Mead, \$5.
- TIGER-MAN. By Julian Duguid. Century, \$3.
- INTERPRETATIONS. By Walter Lippmann. Macmillan, \$2.50.
- 4th printing. Has sold over 12,000 copies.
- Keeping up the Norris record.
- One of the three best sellers in Philadelphia last week.
- An October best seller at Pettibone McLean in Dayton, Witkower's in Hartford, Wanamaker's in Philadelphia, etc.
- The Wide Awake Book Shop in Wilkes-Barre and Lord & Taylor's in N. Y. are among the stores where it's a best seller.
- It's selling at Ball & Wilde and Scribner's in N. Y., Lazarus' in Columbus, etc.
- An October best seller at Sheehan's in Detroit, Scribner's, N. Y., The Book Nook, Evanston, etc.
- One of the three best selling volumes of non-fiction at four Washington stores last week. It had front page reviews in the literary sections.
- Two printings before publication. Putnam's striking window attracted a great deal of attention.
- Selling well at Stewart Kidd in Cincinnati, Brentano's in Chicago, and in N. Y. stores.

# P. W. Form-Sheet


## At the Post

- THE BEST PLAYS OF 1931-1932. Ed. by Burns Mantle. Dodd, Mead, \$3. Synopses of 10 of last season's plays, and the year book of the drama in America.
- THE BISHOP'S JAEGER. By Thorne Smith. Doubleday, Doran, \$2. A slapstick comedy in a nudist colony.
- CIVILIZING OURSELVES. By Everett Dean Martin. Norton, \$3. "The Attainment of Intellectual Maturity," by the author of "The Meaning of a Liberal Education."
- DANCE OUT THE ANSWER. By David McCloud. Longmans, Green, \$2.25. The story of a college professor's family. Donald Gordon says, "the yarn flows smoothly and furnishes entertainment for almost anyone."
- EVIL THROUGH THE AGES. By George S. Chappell. Stokes, \$2. 2nd printing before publication. A humorous account of the history of sin.
- FAMILY HISTORY. By V. Sackville-West. Doubleday, Doran, \$2.50. Gordon rates it AAA. It's an absorbing story of a upper-class Englishwoman who loved not wisely.
- THE GEORGIAN HOUSE. By Frank Swinerton. Doubleday, Doran, \$2.50. Very good sales, says *The Retail Bookseller*.
- GOD'S ANGRY MAN. By Leonard Ehrlich. Simon & Schuster, \$2.50. The publishers are booming this American historical novel, based on the life of John Brown. Clifton Fadiman says, "This is by far the finest first novel that has been submitted to my house during my seven years of editorial experience."
- HARVESTERS. By Phillips Russell. Brentano's, \$3.50. Biographical sketches of Frederick II, Leonardo, Luther, and four others, by the author of "Benjamin Franklin."
- INVITATION TO THE WALTZ. By Rosamond Lehmann. Holt, \$2. A story of a week in the life of a seventeen-year-old English girl.
- MR. REEDER RETURNS. By Edgar Wallace. Doubleday, Doran, \$2. Good sales and rentals, *The Retail Bookseller* prophesies for these short crime stories.
- NAPOLEON. By Hilaire Belloc. Lippincott, \$4. A famous subject and a famous biographer in a book priced in accordance with the times.
- THIRTEEN SUCH YEARS. By Alec Waugh. Farrar & Rinehart, \$2.50. What has happened to the war generation, described in the best Waugh manner.
- YONDER LIES ADVENTURE. By E. Alexander Powell. Macmillan, \$3. The autobiography of a master adventurer.

## Dark Horses

- LANCES DOWN. By Richard Boleslavski and Helen Woodward. Bobbs-Merrill, \$3. Nov. 4. The Lancer's experiences in the Russian Revolution. A sure best seller, says *The Retail Bookseller*.
- COMIC RELIEF. Ed. by R. N. Linscott. Houghton Mifflin, \$2.50. Nov. 9. Our best humorists in one volume. Postponed from Oct. 19.
- HUMANITY UPROOTED. By Maurice Hindus. Blue Ribbon Books, \$1. Nov. 9. A former best seller that will be sold at \$1 only during the present season.
- THE FLYING CARPET. By Richard Halliburton. Bobbs-Merrill, \$3.75. Nov. 11. Eastern adventures by air. The other Halliburton books have been \$5.
- THE SCOTTISH QUEEN. By Herbert Gorman. Farrar & Rinehart, \$4. Nov. 17. A life of Mary, Queen of Scots, by the author of "The Incredible Marquis," which sold 14,128 copies at \$5.

# In and Out of the Corner Office

 VIRGINIA KIRKUS tells us about a new enterprise to be known as The New York Office Bookshop Service to be started on January 1st....Miss Kirkus has for the last six years been director of the Children's Department of Harper & Brothers and is leaving to undertake this plan of personalized book service for small shops. Miss Kirkus intends to use her booktrade experience in reading the most likely books far in advance of publication, studying their promotion campaigns and sales possibilities and reporting in a personal way to subscribing bookshops which want to have direct New York connections to assist in their buying and planning. . . . This follows the plan originated by Bertha Mahony, of the Bookshop for Boys and Girls and Marion Bacon, of the Vassar Cooperative Book Shop...Bulletins have been sent out to the cooperating shops by Mrs. Roudebush, who was for three years buyer for the New York Brick Row Book Shop...This plan was described in detail in the July 2nd issue of the *Publishers' Weekly*... We asked Mrs. Roudebush one day this week how the plan was weathering the depression and found that the number of subscribing shops had doubled in the first six months. ❀ ❀ ❀

Doubleday, Doran will hold a second meeting of their recently organized Booksellers' Lunch Club sometime toward the end of November at the Hotel Duane, Madison Ave. The guest of honor at the November meeting will be Clemence Dane...The guests at the first luncheon were General March and Ellen Glasgow...Attendance at the luncheon is limited to booksellers and a few invited critics. It was planned at first to allow booksellers to bring guests, but that plan was abandoned on account of the limited space. ❀ ❀ ❀

Bruce Rogers landed last week on the *Majestic* and has gone West, to return to his home in Connecticut later...To our inquiry about his "Odyssey," specially translated by Lawrence of Arabia, he revealed that November first has been defi-

nately set as a publication date. Of the 500 copies of this B. R. masterpiece which were printed on Emery Walker's hand-press, the 250 allotted to England have been oversubscribed and a long waiting list has been set up. Mr. Rogers told us that some of the American allotment remains unsubscribed, and that if they are not taken by November 1st they will be added to the English allotment. Orders with a check for \$50 can be sent to Emery Walker, Ltd., at 16 Clifford's Inn, London, E. C. 4...For this book Mr. Rogers has made a remarkable series of 26 decorations in the Greek spirit, the type is Centaur Monotype, the size a 358 page octavo and the binding full niger... ❀ ❀ ❀

L. B. Luyster, Jr., who was head of the rare book department at Brentano's for a number of years, tells us that he is now in business for himself. For the present he will conduct his business by mail from 246 Fulton Street, Brooklyn. He will be pleased to receive catalogs... ❀ ❀ ❀

Ernest Dawson, one of California's best known rare book dealers who is in New York on a buying trip, told the Corner Office that business has really picked up in his shop. "September was almost double the low average," he said, "and October will probably be better than that. It seems to me that there is a very general change in atmosphere—it has not been one or two big sales, but a large number of them." His address is 50 E. 58th St. . . . ❀ ❀ ❀

Russell Davenport of *Fortune Magazine* came in to see us last week. He is writing an article about publishing and expressed enthusiasm for Mr. Melcher's reference library of Books About Books, of which we are all very proud. ❀ ❀ ❀

John Clapp, whom we reported as having resigned as sales manager for Ives Washburn, is going into publishing for himself under the name of The Abbot Press, at 15 W. 47th Street. His first book will be "Congressional Follies," a sort of "Boners" from the *Congressional Record*... ❀ ❀ ❀

Eugene V. Connett, head of the Derrydale Press and just returned from a busi-



ness trip to Canada and the Middle West, writes the Corner Office that Cleveland appears to be emerging from the depression and that Detroit is looking up. Chicago and Cincinnati, however, seem to him to be pretty downhearted... Warren Wright, in the *Modern Library's* publicity department, dropped in last week and told us that booksellers were responding to our Window Lights department, and writing *Modern Library* for display material... We are gratified... Ruth May, of Doubleday's Barclay Shop observes that everytime there is a major political speech, sales fall off... We note with amusement George Bernard Shaw's comment on authors and anthologies in *The Author, Playwright and Composer*. He says "My own motto... is 'Nothing for Nothing and D---D Little for a Halfpenny!'"... Carl J. Smalley is covering the Pacific Coast for The Studio Publications, Inc., James R. Houston, the Middle West and New England, M. V. Rosenberg, the South and Middle West and W. S. Hall, New York, Chicago, Baltimore and Washington... ❀ ❀ ❀

John Barr, librarian of New Zealand's largest city library, that of Auckland, is in

New York after a tour of our principal library centers. Mr. Barr says that New Zealand was immediately affected by the acute economic difficulties of Australia and that the present rate of exchange made it very difficult for New Zealand libraries or bookstores to get the American books needed. ❀ ❀ ❀

Woodward & Lothrop's book department, said Mrs. Martin its manager the other day, expands its sales staff for Christmas almost entirely from experienced people. At various times during the year there are opportunities to give part time work, and by keeping careful check of the aptitude of the part time salesmen, a list is available that includes nearly enough salesmen to man all the counters during the Christmas rush, salesmen who know their way around the department. Then when the rush is on, all the year round salespeople are withdrawn from actual selling and give all their time to guiding the new staff, giving expert counsel to customers but carrying no sales books and taking no orders whatever. The final result, Mrs. Martin assured us, thoroughly justifies the means. ❀ ❀ ❀

## Customers' Choice

WE LUNCED ONE DAY not so long ago next a wife who had a grievance. She was airing it to her husband, and we, eavesdropper that we are, were interested. It seemed that a bookstore, large and nationally known, had sent her a bill for a book she had never heard of. She, naturally, called the store, which told her the book had been sent her in July. She replied that she had been in Europe in July, had been there for two months previous, and couldn't possibly have ordered the book. The book, said the store, hadn't been ordered. It had been sent out to the store's entire list of charge customers on approval, she had not returned it, hence the bill. She, never having seen or heard of the book, refused to pay and the store ominously promised to take the matter up by letter. Imagine, said she, a reputable store trying to put over a thing like that! It was ridiculous!

We, prejudiced, as we have a way of being, in the bookseller's favor, couldn't help thinking the bookstore a little casual in sending out a book, unasked for, in the summer months, to a city address, when customers are as likely as not to be out of town. Especially since, as it developed later, the only reason this particular family kept an account with the store was for the engraving of their calling cards.



At another lunch, a few days before, we were looking at the new *Blue Ribbon* "Pop-Ups" which hadn't then been published. An elderly gentleman at the next table, getting more and more restless as we played, fascinated, with the illustrations, finally cleared his throat, leaned over and begged our pardon but where could he get books like that? He was told, of course, that they weren't published yet, but that



Alfred Sloan and Bruce Barton are standing here beside some of the 849,763 fan letters that General Motors received as a result of their broadcast "The Parade of the States" which has been running every Monday night for a year. "The Parade of the States," in book form at \$2 will be published by Garden City, probably on November 14

after the 15th of October he could get them from any bookseller or from the *Blue Ribbon* office. He promised to buy a half dozen or so. They solved his Christmas problem, he said, nicely. Before lunch was over the head waiter had made the same enquiry, shaken his head over the price and promised to buy one for his youngster. Not in a long time have we seen anyone go so out of his way to buy a book.

✿ ✿

One of the few cases, too, of a single review selling a book in large quantities came to our attention this week, when Marcia Passage of the Sunwise Turn Bookshop told us that Robert Hillyer's "Riverhead" (*Knopf*) began selling hand over fist immediately following William Maxwell's review of it in the *Herald-Tribune's Books* on October 15th. Every sale, she reported, could be traced to that review. Ruth May in the Doubleday, Barclay shop told us the same thing, and

added that many of her customers were Harvard men who knew Mr. Hillyer, who is lecturing at Harvard now, under Dean Briggs. We discovered from *Knopf* that the book was selling especially well in the Harvard Coop, as well as in the Old Corner Bookstore and DeWolfe & Fiske in Boston, and Brentano's in New York. It's something to try out on your special customers.

✿ ✿

The Edward Madison Company in Montclair, N. J., spent a bad quarter hour the other day, searching the records in vain for a brand new book about Alfred E. Smith, written by a very prominent author. A customer's friend had asked for it. When the shop could produce nothing suitable, the customer went out and called her friend. She returned with the cheerful information that it was by Warwick Deeping!

✿ ✿

Which reminds us, for no apparent reason, of the bookseller who is said to have passed up "Death in the Afternoon," because it was just another war book!

✿ ✿

We hear it whispered here and there that the Pulitzer Prize Committee might do worse next year than choose William Rose Benét's "Rip Tide: A Novel in Verse" for the poetry award. *Duffield & Green*, the publishers, have announced a second edition at \$2 instead of \$2.50. The first edition, they say, has fortuitously become a limited edition. The type was distributed immediately after the printing of 1,200 copies, which have all been sold.

✿ ✿

It seems, too, that since the publication of this book the publishers have had a steady stream of bookshop orders for Benoit's "Atlantida," a title, which, successful in its day, has been dead for years. They suggest as a reason the careless confusion of title and author in placing catalog orders.

✿ ✿

John Macrae, Jr., threw a pile of statistics at us the other day that surpasses in volume anything we have seen in a long time. They all concern "Manhattan Oases" (*Dutton*) which booksellers in and out of New York are discovering to be one

of the fall's consistent sellers. Said Mr. Macrae, "Our advance sales on 'Manhattan Oases' was 71% higher than that of any other non-fiction book we have published since January 1st of this year. The book was bought by 102 more stores than the next most popular book. We had seven more orders for fifty copies than the next most popular book; 27 more orders for 25 copies than the next most popular book and 88 more orders for five's and ten's than the n.m.p.b. In addition to this, thirty-eight bookstores are giving it feature window displays." One of the Oases mentioned in the book is almost directly over a New York shop often mentioned in these columns. There is, we hasten to add, no connection between the two.



The juvenile department at Lord and Taylor's on Fifth Ave., have on display six tiles illustrating "Alice in Wonderland." They are the work of Mrs. Taylor of the Taylor Galleries in Washington. There are six of them: The Mad Hatter, The White Rabbit, The Young Man and Father William, Alice, The Walrus and the Carpenter, and the Duchess and the Baby. They are in lovely colors and quite in the Tenniel spirit. They sell for \$1.75

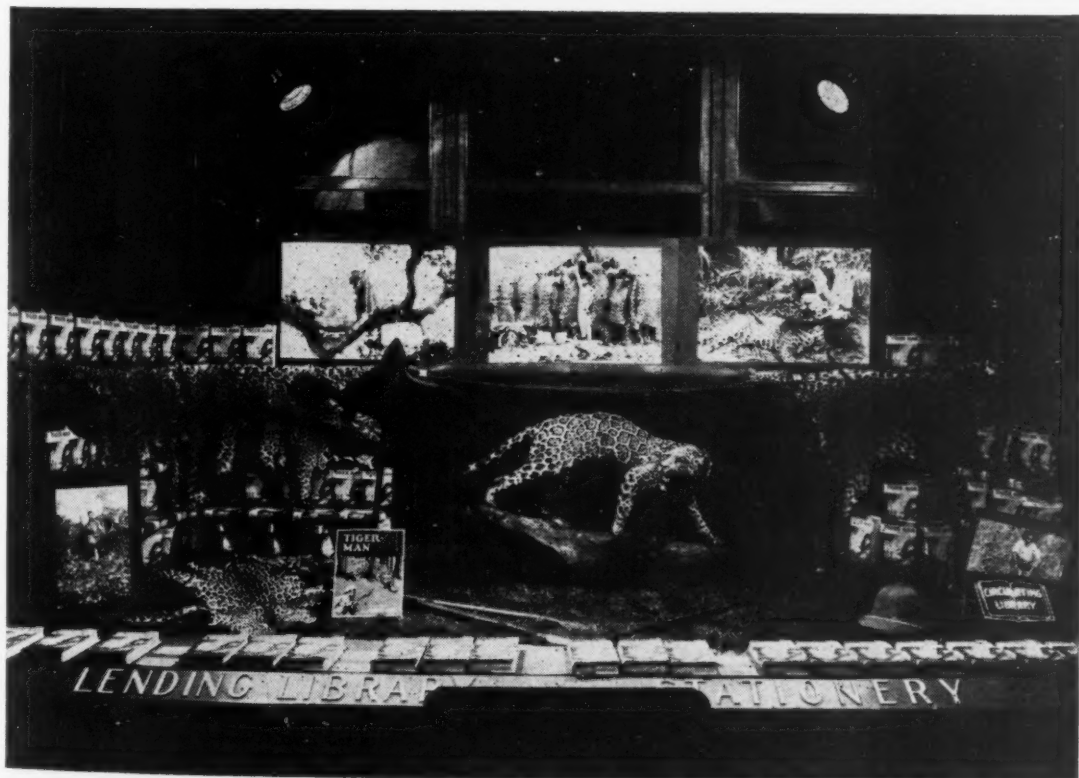
apiece. The Mad Hatter, by the way, is the first of the series which Mrs. Taylor designed and is her favorite.



The tercentenary of Spinoza's birth—he was born November 24, 1632—will find three new biographies of the philosopher on the new book shelves. *Macmillan* has released Lewis Browne's "Blessed Spinoza" on October 25th; the *Aventine Press* will publish under the imprint of E. Wickham Sweetland, president of the concern, "Spinoza: Liberator of God and Man" by Benjamin De Casseres, who is said to be the only living collateral descendant of Spinoza; and *Modern Classics, Inc.*, will release "Spinoza" by Abraham Wolfson on November 21st.



*Modern Classics, Inc.*, which published "Unfinished Symphony" by David Ewen, in March, 1931, is a subsidiary of the College Entrance Book Co., 104 Fifth Ave., which intends to publish trade books from time to time. Theodore Colen is president and sales manager and William Gruen, editor. "Pompilia and Her Poet" by Harriet Gaylord, a life of the Brownings, is scheduled also for fall publication.



A tie-up with a local taxidermist produced this striking window of "Tiger-Man" (Century) in the Putnam Bookstore. The publishers will supply the poster in the foreground and the enlarged illustrations in the background



## Irish Academy of Letters Founded by Shaw and Yeats

AN IRISH ACADEMY OF LETTERS has been founded by William Butler Yeats and George Bernard Shaw, which includes 23 distinguished Irish men of letters. "Later on," said Mr. Yeats, in announcing the formation of the Academy, "we must crown a few books or award a few medals. The press of England has been generous, but we must pronounce judgment for ourselves."

Members of the Academy include: Padraic Colum, Francis Stuart, Frank O'Connor, St. John Ervine, George Moore, Sean O'Casey, Lennox Robinson, George Russell (A.E.), James Stephens, Austin Clarke, Daniel Corkery, Oliver St. J. Gogarty, F. R. Higgins, Douglas Hyde, James Joyce, Brinsley McNamara, T. C. Murray, Sean O'Faolain, Peadar O'Connell, Liam O'Flaherty, Seumas O'Sullivan, Forrest Reid and Miss E. C. Somerville.

Associate members are: Lord Dunsany, John Eglinton, Stephen Gwynn, J. M. Hone, Stephen McKenna, Eugene O'Neill, Aircraftsman T. E. Shaw (Lawrence of Arabia), Walter Starkie, L. A. G. Strong and Miss Helen Waddell.

## Weedon Encyclopedia Completed

WITH THE PUBLICATION of the eighth volume, Weedon's Modern Encyclopedia is now completed after more than five years of editorial work directed by Garry Cleveland Myers and the publishers, S. L. Weedon Co. of Cleveland.

The eighth volume contains an index which was made by Mr. and Mrs. R. J. Usher, the former of Howard Memorial Library, New Orleans, and the study guides which C. J. Anderson, of the University of Wisconsin, read critically.

## Sumner Accuses Bookseller

CHARGES PREFERRED by John S. Sumner, of the New York Society for the Suppression of Vice, brought Arnold Streep, a bookseller of 175 Wooster Street, New York City, into court last week. He is charged with printing and offering for sale 15,000 copies of a book called "Passion." The hearing was scheduled to be held October 26th.

## The Record of The Oxford Press

IN THE SMALL EXHIBIT ROOM on the main floor of the New York Public Library the historical exhibit of three hundred years of printing at Oxford has just been opened, in cooperation with Oxford University Press.

Facing the visitor as he enters the room are portraits of the three great men of the early history of the Press, Archbishop Sheldon, who built and endowed the Sheldonian Theatre; John Fell, who presented to the Press the famous Dutch type which it has used so often; and Edward Hyde, Earl of Clarendon, whose history of the "Civil War and Rebellion," printed in 1704 was so successful as a publishing enterprise that it started the Oxford University Press on its real road to expansion.

Among the old books that attract the eyes of the lovers of printing are the famous Bible of 1717, one of the most elaborately printed Bibles ever issued which came to be known as the "Vinegar Bible," owing to a misprinting of the word "vineyard"; Bacon's "Advancement of Learning," 1604, with its fine engraved title-page, "The Lord's Prayer" printed in a hundred languages.

Among more modern productions we find the fine reprint of "Palace of Pleasure" made in 1929; the "Collected Essays of Robert Bridges," "Gulliver's Travels" made for the Cresset Press in Baskerville type, "The Funeral Oration of Pericles" with the original text in Proctor Greek type set on the page opposite a translation printed in Polyphilus; the Nonesuch Bible printed by the Nonesuch Press at Oxford. Another distinguished recent book is illustrated by the noble title-page for the new Lectern Bible designed by Bruce Rogers now being printed at the University Press.

John Johnson, printer to Oxford University, has been largely responsible for bringing together these records and memorials. The exhibit remains on view until November 16th.

## Alcott Biography

A BIBLIOGRAPHY of Louisa May Alcott, the anniversary of whose birth falls on November 29th of this year, is being prepared by Lucile Gulliver, head of the children's department of Little, Brown & Co., with the assistance of James C. Howgate.

# How They Celebrate Book Week

## November 13-19

*In Every City and Every State Plans Are Being Prepared for a Nation-Wide Celebration of Book Week*

A. F. DUGOSH of the Wolff & Marx Co., in San Antonio, Texas, has arranged a book essay contest for Children's Book Week. This is the eighteenth year of these contests, and Mr. Dugosh writes that he has noticed a steady improvement in the quality of the book lists which the children submit. A letter about the contest is sent out to 125 schools in the city and the surrounding suburbs, and to the boys and girls' organizations of the city. The contest is designed to encourage better reading and closer contact of the child, teacher, home and bookstore. Twelve prizes are offered—three for each of four different age groups: 6 to 9; 10 to 12; 13 to 15; 16 to 18. The first prize is 3 books; the second prize 2 books; the third prize 1 book. Each child is asked to write an essay on a book which he has read, telling why he liked it, the outstanding features that interested him, what hero or heroine appealed to him most, and why. The child is also asked to give a list of 10 books which he would like to read. The essays are to be sent to Mrs. Johnson in the Children's Department of the Public Library, and the book lists are to be sent to Mr. Dugosh. The teacher at the child's school selects four best essays in her group and submits them to the principal; the principal selects the four best in the school and sends them to the library. When the judges have selected the prize winners, the children go to the library where they are given an order on the Wolff & Marx Book Department. There they select the books they want. Mr. Dugosh insists that the prize books be the child's free choice, unassisted by adult recommendation.

During Book Week, Mr. Dugosh speaks on children's books before various civic luncheon clubs, and after the contest various prize winners are invited to appear at these luncheon clubs. Mr. Dugosh fre-

quently speaks about children's books before various Parent-Teacher organizations and talks about children's reading over the radio. He writes that he has been deeply interested in the subject of children's reading for over thirty years.

In New Orleans the Basement Book Shop plans to put on a children's book exhibit at the Metarri Park Country Day School in connection with Book Week.

In Ann Arbor, Michigan, the Public Library has an annual Book Week exhibit which receives unusually fine cooperation from the local booksellers. At least 500 persons attend the meetings connected with the exhibit.

Pooh Corner, Ltd., in Denver, Colorado, which last year staged two marionette shows in the shop during Book Week, will put on exhibits in various schools and will in addition do a rather elaborate pre-school exhibit in the University Park School, featuring picture books, educational toys and books for parents. This shop will also entertain the Librarians' Section of the State Teachers' Convention at tea in the shop.

November magazines, as they appear on the news stands, reveal the general interest in Book Week. Anna Steese Richardson's Good Citizenship Department in the current *Woman's Home Companion* carries several paragraphs presenting the Book Week program and describing various ideas for observance that were used last year. *Parent's Magazine* also carries an article devoted to Book Week, as does the *Farmers' Wife*.

The city of St. Paul celebrates the 50th year of free public library service this year. The Children's Book Exhibit this year will show the changes and trends in the development of children's literature and in library work with children. The exhibit will last for five weeks, from October 26.

## Second California Literature Medal Award Announced

THE SECOND ANNUAL California Literature Medal Award contest has been announced by the Commonwealth Club of California. Books to be eligible for this award must have been originally published in 1932 and must have been written by a legal resident of California, but the theme is not restricted to California. The awards will consist of one gold and two silver medals. Entries may be made by either author or publisher who should mail one or two copies of the title, before midnight January 31, 1933, to the Literary Medal Award Jury, Commonwealth Club of California, 345 Sutter Street, San Francisco. The letter should include a statement as to the approximate length of the author's residence in California.

The 1931 gold medal was awarded to Herbert Eugene Bolton's "Outpost of Empire" (Knopf) and the two silver medals to "The Autobiography of Lincoln Steffens" (Harcourt) and "Crowded Years" by William Gibbs McAdoo (Houghton Mifflin).

## Booktrade to Choose Titles for Individual Library

ERNST REICHL, of the *Individual Library*, which proposes to publish deluxe editions of popular books, and was described in the *Publishers' Weekly* for September 10th, has announced a slight change in his plans. Instead of publishing four titles on November 1st as was originally planned, only two, "Inheritance" and "Sons," will be released. The publication of the other two has been postponed until December 1st, in order that the *Individual Library* may better follow the public choice in best sellers. The two December titles will be chosen from the current output of best sellers by the booktrade itself, in a contest the details of which will be announced in the *Publishers Weekly* in a short time.

## Correction

THE PIONEER PRESS, under the auspices of Dartmouth College, was the publisher of "Annals of an Era: Percy MacKaye and the MacKaye Family, 1826-1932" which was reviewed on page 1525 of the *Publishers' Weekly* for October 15th.

## New Wage Scale Posted

AS THE *Publishers' Weekly* goes to press, the employing printers of New York operating union shops in the city are putting into effect a new wage scale which will be equivalent to an 8% reduction per hour for day workers and 13% for night. It is expected that there will be no strike, for, although the Typographical Union rejected the proposed scales by a heavy vote, the International Union had recommended that the scales should be accepted and a strike cannot be called without the permission of the International.

The present scale is \$1.36 per hour for 44 hours a week, the new scale is \$1.25 per hour for 40 hours. The night rate is reduced from \$1.50 to \$1.35. The long continued discussion has sent a great amount of book and job printing out of the city, many presses having moved their plants to nearby cities.

## Winston Purchases Vir Company

ANNOUNCEMENT HAS JUST BEEN MADE of the purchase, on October 11th, of the Vir Publishing Company, of Philadelphia, by the John C. Winston Company. The larger facilities of the John C. Winston Company should aid in obtaining a wider demand for the publications of the purchased company.

The Vir Publishing Company was founded by Sylvanus Stall, D.D., in 1897 and has had an honorable career. Included among its successful publications are "God's Minute," of which more than half a million copies have been sold, and "God's Message," which was recently published and which promises a similar record.

The Vir line also includes the "Ought to Know" books, a Self and Sex series of eight titles. These books have been translated into twenty-one foreign languages and are recognized throughout the world as the standard books on the subject.

## Sales Continue Decline

SALES FOR BOOKS and stationery in department stores for August, were approximately 16 per cent behind the same month in 1931, according to the Federal Reserve *Monthly Review*. Stock on hand is about 27 per cent lower than last year. Total sales in all departments were 16 per cent below August of last year.



## Book Clinic Meets

A DISCUSSION OF "Order in Ordering" marked the second luncheon meeting of the Book Clinic which was held on October 21st. Several heads of manufacturing departments were called upon to explain their systems of ordering for the various processes, setting up, printing, binding, job press work, etc., involved in the manufacture of a book. John Benbow, head of the manufacturing department of Longmans, Green, explained in detail the specification sheets which he uses. He stated that he made out all specifications at the time he sent in his composition order, that his books were uniformly published one month after they were received from the bindery, and that as soon as the manuscript was delivered to him, all correspondence with the author was taken over by the manufacturing department. Several other manufacturing heads spoke of their problems and the solutions they had worked out. A number of houses have a pamphlet, explaining their manufacturing and printing customs which is sent to each author at the time the contract is signed, and which aids in keeping down the number of author's corrections.

Articles on the details of bookmaking which included the topics discussed at the Clinic were written by David S. Beasley for the Bookmaking Department of the *Publishers' Weekly* in April, May, June and July of 1929.

## Problems of Scholarly Publishing

A CONFERENCE ON THE PROBLEMS connected with the publishing of scholarly books has been called for November 5th in New York by the joint action of the American Council of Learned Societies of Washington and the Social Science Research Council of New York.

Besides a general discussion of the problems connected with such publishing, "the conference will give attention to a proposal that has grown out of the work of the joint committee of the two Councils on the material for research, a proposal which involves the creation of a centralized publishing service which by harnessing the purchasing power of some of the larger libraries may to a certain extent become self-supporting."

In addition to the representatives of the two Societies and of their joint committee, the American Library Association will be represented by H. M. Lydenberg of the New York Public Library, publishing will be represented by Donald P. Bean of the University of Chicago Press, D. H. Ferrin of the Century Company, D. P. Geddes and C. G. Proffitt of Columbia University Press, R. C. Gill of Williams & Wilkins Company, E. B. Power of Edwards Brothers, Ann Arbor, David Pottinger of Harvard University Press, H. W. Wilson of the H. W. Wilson Company and Frederic G. Melcher of the R. R. Bowker Company.

## Canadian Tariff and Our Book Exports

THE NEW CANADIAN TARIFF, made effective on October 13th, the details of which have just been announced, is the result of an agreement with the United Kingdom. It allows British books to come in without duty, though the rate before was 5% ad valorem, but leaves the rate on books from the United States at 10% ad valorem, as it was before.

The total exports of the United States to the United Kingdom for this year will be a little over \$2,000,000, judging by the figures as they have been released from month to month by the Department of Commerce. Of the total by far the largest amount represents exports to Great Britain and to Canada, then South Africa, then Australia, British India, Newfoundland and New Zealand.

### Exports of Books from the United States *Reports from the Department of Commerce for the First 6 Mos. of 1932*

To	Texts	Books	Others	Total
United Kingdom	\$89,694		\$391,066*	\$480,760
Irish Free State.			1,333	1,333
Canada .....	129,091		461,111*	590,202
Newfoundland .	1,581		2,345	3,926
Bermuda .....	1,943		747	2,690
British West Indies .....	571		2,162	2,733
British India ...	6,791		6,704	13,495
Australia .....	3,580		13,041	16,621
New Zealand ..	1,843		1,959	3,802
South Africa ..	3,544		26,364	29,908
	\$238,608**		\$905,832	\$1,144,440

\* These two figures include some shipments exported in sheets unbound.

\*\* This total is \$74,000 less for the six months than the shipments of text books to the Philippine Islands.

## Communications

THE DOUBLEDAY DOLLAR  
BOOK CLUB

The Argus Book Shop, Inc.  
333 S. Dearborn St., Chicago,  
October 18, 1932.

Editor, *Publishers' Weekly*:

We notice that Doubleday, Doran have organized what they call the "Doubleday One Dollar Book Club," through which they expect, apparently, to sell their remainders at \$1.00 retail.

We would like to know, and perhaps you can tell us, whether Doubleday have made any arrangements to supply the trade these books at a price that will enable dealers to supply them to customers at the advertised figure. We would also like to know if the trade is to be notified which titles they are going to remainder, so that we will not be offering them at the regular price after they are available at \$1.00.

We think it would be an excellent plan if a publisher, before remaindering any book, would notify the official trade journal so that the news could be published for the information of the trade. That practice prevails in England, and *The Publisher and Bookseller* prints every week a list of titles recently remaindered.

Sincerely yours,  
THE ARGUS BOOK SHOP, INC.

## BOOKS LOST

Geo. J. C. Grasberger, Inc.,  
Philadelphia, Pa.  
October 6, 1932.

Editor, *Publishers' Weekly*:

On September 28th, in or near the Pennsylvania Railroad Station I dropped a package containing several valuable books, including an uncut copy in original boards of "The Life of Marion" by James, and a presentation copy of "Starke's Memoirs."

I would be pleased to pay a suitable reward for the return of these two books.

GEORGE J. C. GRASBERGER.

## Business Notes

CHATTANOOGA, TENN.—The Cherokee Book Service was opened at 903 Broad Street. The shop handles second-hand books of all kinds and specializes in Southern and Western Americana.

CHICAGO, ILL.—Vera Valentine has sold

her rental library to Mrs. R. V. Pierce. Miss Stoll will assist Mrs. Pierce. The name of the library is to be changed, and greeting cards and a limited gift line are to be added.

Wilcox and Follett have purchased the Rockwell Publishing Co. of Chicago.

EVANSTON, ILL.—Frank Rosengren has just moved to this city where he will conduct a mail order business specializing in rare books, Americana and first editions. The shop will be run under the name of Frank Rosengren, Bookseller, 1202 Main Street.

GREENWICH, CONN.—Charles McCrea opened a rental library and gift shop at E. Elm Street under the name of McCrea & Co.

NEW YORK CITY.—E. S. Morton, Bookseller, has moved to 110 West 40th Street, Room 1902.

PIERRE, S. D.—Mrs. H. H. Fifield opened The Copper Lantern, a gift shop with a circulating library, at Capitol Ave.

SAN DIEGO, CAL.—The Alcove Book Shop has moved from 936 Broadway to 816 Broadway. The new quarters are larger and closer to the business center.

## Notice to Control Card Users

THE PUBLICATION DATES of the following Dodd, Mead books have been changed:

"The Snakeblood Ruby" by Samuel Scoville, Jr., from Sept. 23 to Oct. 28.

"Colorado River Controversies" by Robert Brewster Stanton, from Sept. 23 to Oct. 14.

"The Story of Man's Mind" by George L. Humphrey, from Sept. 23 to Oct. 14.

"Games and Game Leadership" by Charles F. Smith, from Oct. 28 to Nov. 18.

"Golden Tales of the Prairie States" edited by May Lamberton Becker, from Oct. 28 to Nov. 18.

"Fabian" by Erich Kastner, from Oct. 28 to Nov. 18.

G. P. Putnam's Sons announce that the publication date of "Memoirs of a British Agent" by R. H. Bruce Lockhart has been postponed from October 28 to January or February.

## Changes in Price

FREDERICK A. STOKES CO.  
Montessori, "Pedagogical Anthropology," increased  
to \$5.00.

# The Weekly Record

*Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

## Adams, Arthur Barto

Trend of business, 1922-1932. 103p. (bibl.)  
diagrs. D (Current economic problems) c.  
N. Y., Harper pap. 75 c.

An analysis of the causes of the depression and a discussion of economic reforms necessary to establish a business equilibrium.

## Altschuler, Harry

Intermediate accounting; rev. ed. 348p. O  
(Complete accounting course) '32 Yonkers,  
N. Y., World B'k \$3.50

## Anspacher, Louis Kaufman

Our children; a comedy-drama in three  
acts. 131p. diagrs. D (French's standard  
lib. ed.) c.'13 N. Y., S. French pap. 75 c.

## Apuleius, Lucius

The golden ass; tr. by Jack Lindsay; il. by  
Percival Goodman. 424p. O '32 N. Y., Lim.  
Eds. Club. lea., \$10, to members

## Ayres, Ruby Mildred [Mrs. Reginald William Pocock]

Man made the town. 350p. D (Popular  
copyrights) [c.'31] N. Y., Grosset 75 c.

## Bacon, Francis, Viscount St. Albans

Essays and ancient fables of Francis Bacon.  
320p. S (Companion classics) [c.'32] N. Y.,  
W. J. Black flex. lea. 75 c.

One of the first in a new series of world classics,  
each of which has an introduction by Ben Ray  
Redman. Many others are listed in this issue.

## Balzac, Honoré de

Eugénie Grandet. 317p. S (Companion  
classics) [c.'32] N. Y., W. J. Black  
flex. lea., 75 c.

## Barnes, Geoffrey, pseud. [James Whittaker]

Dark lustre. 288p. D c. N. Y., King \$2  
Alan and Patricia had postponed their marriage  
again, and Alan had drifted into the Harlem set of  
Aline, his mulatto model.

## Barrett, Clifford, ed.

Contemporary idealism in America. 335p.

(bibl. footnotes) O c. N. Y., Macmillan \$2

Papers by some well-known modern scholars on  
problems of fundamental human interest, in the light  
of contemporary thought and in the spirit of idealistic  
interpretation.

## Barrett, Wilson

The sign of the Cross. 302p. O (Popular  
copyrights) [c.'96, '24] N. Y., Grosset 75 c.

## Barrows, Marjorie, comp.

The picture book of poetry. no p. il. (col.)  
F [c.'32] Chic., Rand, McNally \$2.50  
Modern poems children enjoy, each illustrated with  
a full page or double page picture in color.

## Bart, Jean

The squall; a drama in three acts. 120p.  
il., diagr. D (French's standard lib. ed.)  
c.'25, '32 N. Y., S. French pap. 75 c.

## Barzun, Jacques

The French race: theories of its origins  
and their social and political implications  
prior to the Revolution. 275p. (10p. bibl.) O  
(Studies in hist., economics and public law  
no. 375) c. N. Y., Columbia Univ. Press  
\$4.25

## Bechdolt, Frederick Ritchie

Riders of the San Pedro. 320p. D (Copy-  
right fiction) [c.'31] N. Y., Burt 75 c.

## Before the curtain falls. 333p. D [c.'32]

Ind., Bobbs-Merrill \$2.50  
A novel which indicts present-day conditions  
through the story of the life of one Henry Filmer  
from the beginning of the war up to 1932.

## Belloc, Hilaire

Napoleon. 379p. il., maps O c. Phil.,  
Lippincott \$4

A biography of Napoleon Bonaparte, showing his  
genius and weakness, his triumphs and failures.

## Benchley, Robert Charles

The treasurer's report, and other aspects of  
community singing; il. by Gluyas Williams.  
354p. D (Copyright fiction) [c.'30] N. Y.,  
Burt 75 c.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.



**Bennet, Robert Ames**

The border wolf. 296p. D (Copyright fiction) [c.'31] N. Y., Burt 75 c.

**Berry, Erick**

Humbo the hippo; il. by the author [juvenile]. 48p. il. (col.) sq. O '32 N. Y., Harper \$1.50

**Beskow, Elsa**

Elf children of the woods; il. by the author [juvenile]. 32p. F '32 N. Y., Harper \$2

**Boehn, Max von** ★

Modes and manners; v. 1, From the decline of the ancient world to the Renaissance; tr. [from the German] by Joan Joshua. 308p. il. (pt. col.) O '32 Phil., Lippincott \$4

The first volume in a series of four which will describe, against their historical background, the fashions and social manners current among the better European classes from the early Middle Ages to the end of the 18th century.

**Bonneville, Joseph Howard, and Dewey, Lloyd Ellis**

Organizing and financing business [based upon Elements of business finance by Joseph Howard Bonneville]. 468p. (bibl.) O '32 N. Y., Prentice-Hall \$5

**Brady, Nicholas**

The house of strange guests. 309p. D [c.'32] N. Y., Holt \$2

The Reverend Ebenezer Buckle turns to crime detection and solves the mystery of Mr. Mostyn, who was found murdered in his bath.

**Brewer, John Marks**

Education as guidance. 677p. (bibl. footnotes) D c. N. Y., Macmillan \$2.75

An examination of the possibilities of a curriculum in terms of life activities, in elementary and secondary school and college.

**Bridges, Robert**

Verses written for Mrs. Daniel; lim. ed. 31p. O '32 N. Y., Oxford \$7

**Briggs, Martin S.**

The homes of the Pilgrim fathers in England and America—1620-1685. 211p. il. O N. Y., Oxford \$4.75

**Brown, Arthur E., ed.**

Chapel readings. 319p. O c. N. Y., Macmillan \$3

Selections from the Old and New Testament and from secular writings, for use in morning chapel services of private and preparatory schools, chosen by the head master of Harrisburg Academy.

**Browning, Robert**

Poems. 310p. S (Companion classics) [c.'32] N. Y., W. J. Black flex. lea., 75 c.

**Burns, Emile**

The only way out. 84p. O [c.'32] N. Y., Internat'l Publishers \$1

The author believes that the ultimate way out of the present economic crisis is through the application of socialistic principles.

**Burns, Robert Elliott**

I am a fugitive from a Georgia chain gang! introd. by Rev. Vincent G. Burns. 257p. O (Popular copyrights) [c.'32] N. Y. [Grosset] 75 c.

**Burtis, Thomson**

Slim Evans at Mystery Mountain. 210p. D [c.'32] N. Y., Holt \$1.50

An army aviator, Slim Evans, fights to clear himself of a criminal charge. The backgrounds are the race track at Churchill Downs and the feud-torn Kentucky mountains.

**Carswell, Mrs. Catherine**

The savage pilgrimage; a narrative of D. H. Lawrence. 308p. D [c.'32] N. Y., Harcourt \$2.75

A portrait of the late writer, D. H. Lawrence, by an intimate friend, which is based largely on personal reminiscences and a large number of Lawrence's letters.

**Carter, C. C.**

Simple aerodynamics and the airplane; 4th rev. ed. 612p. il. D '32 Yonkers, N. Y., World B'k \$4.50

**Carter, Mary Duncan**

The story of money. 88p. S '32 N. Y., Farrar & Rinehart \$1.25

The history and development of the use of metal as money simply explained for boys and girls.

**Caulkins, Edward Dana, ed.**

Aims and methods in school athletics; Wingate Memorial Lectures 1931-32. 497p. il. O [c.'32] N. Y., Wingate Memorial Found. \$2

**Chambers, Robert William**

The rake and the hussy. 440p. D (Copyright fiction) [c.'29, '30] N. Y., Burt 75 c.

**Alderson, Wroe, and Meserole, W. H.**

Drug store arrangement. 130p. il., diagrs. O (Domestic commerce ser., no. 57) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 10 c.

**Ash, Simon Harry**

Safety practices in California gold dredging. 33p. il. O (U. S. Bur. of Mines, bull. 352) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., apply

**Balyeat, Ray Morton**

Suggested recipes and food lists for wheat, egg or milk free diets. 124p. il. O [c.'32] [Oklahoma City, Trave-Taylor Co., 408 W. 6th St.] apply

**[Benson, Willard Chesleigh]**

Forty-one places and subjects in Alexandria, Virginia, the home city of George Washington, with pictorial chart to reach them. 48p. il. F [c.'32] [Wash., D. C., Nat'l. Capital Press] apply

**Beyer, Mrs. Clara E. Mortenson**

History of labor legislation for women in three states. 143p. O (U. S. Women's Bur. bull. no. 66-1) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

**[Boehringer, Carl H.]**

Leather industry and trade of the Netherland East Indies. 29p. O (U. S. Dept. of Commerce, trade information bull. no. 789) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., apply

**Brooks, George Edward**

Dynamic speaking; a thesis on the psychology of persuasion. 34p. (bibl.) diagrs. O c. '32 [Newport News, Va., Franklin Pr. Co., 216 25th St.] pap., \$1

**Brooks, James William**

George Washington's travels. 64p. il. Q [c.'32] Wash., D. C., U. S. George Washington Bicentennial Commission apply

**Caemmerer, Hans Paul**

Washington, the national capital. 761p. il., maps, diagrs. Q (U. S. 71st Cong., 3rd Sess. Senate doc. 332) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

**[Chalmers, Henry]**

Current trends in foreign tariffs and commercial policy: review of 1931. 23p. O (Trade information bull., no. 790) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., apply

**Channon, Henry**

Paradise City. 246p. D (Copyright fiction) [c.'31] N. Y., Burt 75 c.

**Chappell, George Shepard [Walter E. Traprock, pseud.]**

Evil through the ages; an outline of indecency; il. by O. Soglow. 355p. D c. N. Y., Stokes \$2

Discussing, in humorous fashion, the different conceptions of sin throughout the world's history.

**Chevalier, Haakon M.**

The ironic temper: Anatole France and his time. 298p. il. D '32 N. Y., Oxford \$3.50

**Clamp, Helen Mary Elizabeth**

Desert sands [fiction]. 319p. D [c.'32] N. Y., Jacobsen 75 c.

**Clarke, Covington**

Mystery flight of the Q2. 270p. D [c.'32] Chic., Reilly & Lee \$1.50

An adventure tale of a mystery observation flight which ends with a forced landing in South America near an ancient temple of a lost tribe of Incas.

**Coatsworth, Elizabeth Jane [Mrs. Henry Boston Sheahan]**

Cricket and the emperor's son. 112p. il. O c. N. Y., Macmillan \$2

Oriental stories for children about Cricket, a poor young apprentice to a silk merchant, who longed for learning.

**Colette, pseud. [Mme. Gabrielle Claudine Collette de Jouvenal]**

The last of Chéri. 250p. D [c.'32] N. Y., Putnam \$2

Continuing the story of Chéri, the gigolo, showing his inability to adjust himself to post-war Paris.

**Collins, Gilbert**

Red death. 280p. D [c.'32] N. Y., Holt \$2

An exciting mystery story of the Orient, concerning a Chinese secret society and Sandy and Mary Dalglish who come into conflict with it.

**Committee on Library Work with Children of the American Library Association, comp.**

Children's library yearbook; no. 4. 191p. (bibls.) il. O '32 Chic., Amer. Lib. Ass'n pap., \$2.25

**Connor, Ralph, pseud. [Charles William Gordon]**

The rock and the river; a romance of Quebec. 377p. D (Copyright fiction) [c.'31] N. Y. [Burt] 75 c.

**Corley, H. W.**

For love or money. 271p. D [c.'32] N. Y., Grosset 75 c.

Mona Moran, a New York working girl, sees a way out of poverty in an amazing proposal of marriage.

**Coye, Lee Brown, ed.**

"The seventh ogre"; il. by the editor [lim. ed.]. no p. O c. Cortland, N. Y., Coye & Kaplan, 6 Main St. bds. \$3; lea., \$5

An adaptation of an old East Indian folk tale.

**Cran, Mrs. Marion Free Dudley**

Gardens in America. 320p. il. O '32 N. Y., Macmillan \$3

An English garden-lover writes of her impressions of American gardens.

**Curtayne, Alice**

A recall to Dante. 255p. il. (pors.) D c. N. Y., Macmillan \$1.75

A biographical portrait of Dante and a study of his work, which the author believes can only be fully understood by Catholics.

**Dalglish, Alice**

Relief's rocker; a story of Sandy Cove and the sea. 62p. il. O c. N. Y., Macmillan \$1.75

A story for children about little Relief Tucker, her much-prized rocking chair, and her life in the village on the coast of Nova Scotia.

**Daughters of Utah Pioneers, comp.**

Pioneer songs; ed. by Alfred M. Durham; collection of songs used by the pioneers en route to and in the early settlement of the West. 282p. Q c.'32 Cin., Zimmerman & Son \$1.50

**Dayton, Egbert**

Bird songs and songs of the open [verse]. 96p. D [c.'32] N. Y., Palisade Press, 125 Church St. \$2

**Denison, Grace E., ed.**

The American home cook book; a volume of tested recipes. 543p. il. (pt. col.), diagrs. O [c.'32] N. Y., Grosset oil cl. 50 c.

**Dickens, Charles**

A Christmas carol: The chimes: The cricket on the hearth. 314p. S (Companion classics) [c.'32] N. Y., W. J. Black flex. lea. 75 c.

**Dixon, Jane**

Free to love. 264p. D [c.'31, '32] N. Y., Grosset 75 c.

Kathleen Carroll was forbidden by her father to enter his house again, and, free from family supervision, is plunged into romance and a series of thrilling and exciting adventures.

**Dooley, Rev. John Henry**

Good living; thoughts on virtue, morality and patriotism [verse]. 221p. D '32 N. Y., Author, 529 W. 121st St. \$1.25

**Douglas, Robert Dick, jr.**

In the land of the Thunder Mountains; adventures with Father Hubbard among the volcanoes of Alaska. 165p. il., map D c. N. Y., Brewer \$1.75

The young explorer-author recounts his adventures while exploring the inside of the world's largest active volcano—Aniakchak, in Alaska.

**Driver, Carl S.**

John Sevier, pioneer of the old southwest. 248p. (7p. bibl.) front. (por.) O c. Chapel Hill, N. C., Univ. of N. C. Press buck., \$2.50

A biography of the first governor of Tennessee, who was frontiersman, Indian fighter, land speculator, and statesman.

**Chayes, Sally**

A lady tumbles [fiction]. 301p. D [c.'32] N. Y., Mason Pub. Co. apply

**Coleman, George Stephen, and Flood, Gerald Maurice**

Civil engineering specifications and quantities; 2nd ed. 329p. (4p. bibl.) O '32 N. Y., Longmans \$4

**Craigie, Sir William A.**

A dictionary of the older Scottish tongue, from

the twelfth century to the end of the seventeenth; pt. 2, Assembling-berising. 119p. F ['32] Chic., Univ. of Chic. Press pap., \$5

**Cremer, Henry**

Available sources for the study of the economic history of New Jersey. 10p. O '32 Trenton, N. J., Author, 294 Spring St. pap., gratis

**Dumas, Alexandre**

The black tulip. 319p. S (Companion classics) [c.'32] N. Y., W. J. Black  
flex. lea., 75 c.

**Ehrlich, Leonard**

God's angry man. 400p. D c. N. Y., Simon & Schuster \$2.50  
A novel of mid-19th century America based on the life of John Brown.

**Einstein, Izzy**

Prohibition agent no. 1; introd. by Stanley Walker. 283p. il. D c. N. Y., Stokes \$2  
A former prohibition agent who made thousands of arrests tells about his experiences, disguises, raids and captures.

**Emerson, Ralph Waldo**

Nature; lim., numbered ed. 29p. O ['32] [Croton Falls, N. Y., Spiral Press] buck., \$10

**Erskine, John**

Penelope's man; the homing instinct. 275p. map D (Popular copyrights) [c.'27, '28] [N. Y., Grosset] 75 c.

**Evans, Edward Ratcliffe Garth Russell**

Ghosts of the scarlet fleet; the lost secret of the Spanish Main. 310p. front. O [c.'31, '32] N. Y., Farrar & Rinehart \$2  
An adventure story for older boys.

**Fagan, Myron C.**

Nancy's private affair; a comedy in three acts. 130p. il., diagrs. D (French's standard lib. ed.) c.'29, '32 N. Y., S. French  
pap. 75 c.

**Fairbank, Mrs. Janet Ayer**

The lions' den. 374p. D (Popular copyrights) [c.'30] [N. Y., Grosset] 75 c.

**Farmer, Ethel Fay**

Your name and your future; does your name spell success? 174p. O [c.'32] N. Y., Grosset 50 c.  
Numerology and character reading.

**Farnol, Jeffery**

Over the hills. 318p. D (Copyright fiction) [c.'30] N. Y., Burt 75 c.

**Ferguson, Henry Lee**

The English springer spaniel in America; lim. ed. 118p. il. O '32 N. Y., Derrydale Press bds., \$7.50

**Feuchtwanger, Lion [J. L. Wetchcek, pseud.]★**

Success; a novel; tr. from the German by Willa and Edwin Muir. 790p. O (Novels of distinction) [c.'30] N. Y., Grosset \$1

**Field, Rachel Lyman**

Hepatica Hawks. 239p. il. (col. front.) D c. N. Y., Macmillan \$1.75  
A story for older girls about Hepatica Hawks, a girl of the '90's, who, at sixteen, was an important act in a traveling freak show.

**Field, Sara Bard**

Barabbas; a dramatic narrative. 200p. maps O c. N. Y., Boni \$2.50

An epic poem exalting the Jew, written by a non-Jew.

**Fielding, Henry**

Jonathan Wild. 320p. S (Companion classics) [c.'32] N. Y., W. J. Black  
flex. lea., 75 c.

**Fisher, Irving**

Booms and depressions; some first principles. 279p. (9p. bibl.) diagrs. D [c.'32] N. Y., Adelphi Co. \$2.50

"An analysis of the main factors entering into the economic conditions which bring about the extreme periods of the business cycle," by a professor of economics at Yale University.

**Fiske, George Walter**

A study of Jesus' own religion. 376p. (2p. bibl.) D c. N. Y., Macmillan \$2  
A study of the religion of Jesus, the religion He himself lived, demonstrated, and taught.

**Fitzsimmons, Cortland**

Seventy thousand witnesses; a football mystery; il. with scenes from the photoplay. 265p. il., diagrs. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

**Fleure, Herbert John**

The geographical background of modern problems. 92p. maps S (Workers' Educational Ass'n. outlines) '32 N. Y., Longmans 75 c.

**Forbes, Frances Alice Monica**

Rafael, Cardinal Merry del Val; a character sketch. 189p. il. (pors.) O '32 N. Y., Longmans \$2  
A biography of the late Cardinal Merry del Val who was the Secretary of State of Pope Pius X.

**France, Anatole ★**

Thais: The crime of Sylvestre Bonnard [tr. from the French]. 320p. S (Companion classics) [c.'32] N. Y., W. J. Black  
flex. lea., 75 c.

**Franklin, Benjamin**

The autobiography of Benjamin Franklin; ed. by John Bigelow. 319p. S (Companion classics) [c.'32] N. Y., W. J. Black  
flex. lea., 75 c.

**Gaskell, Mrs. Elizabeth Cleghorn Stevenson, and Norton, Charles Eliot**

Letters of Mrs. Gaskell and Charles Eliot Norton, 1855-1865; ed., with an introd. by Jane Whitehill. 163p. il. O '32 [N. Y.] Oxford \$3.50

A charming friendship is recorded in these forty-two letters which passed between the English writer, Mrs. Gaskell, and Charles Eliot Norton, in America, the friend of Emerson, Longfellow, Lowell and Ruskin.

**Gay, Jan, and Gay, Zhenya**

The mutt book; il. by Zhenya Gay [juvenile]. 168p. il. (pt. col.) Q '32 N. Y., Harper \$2.50

**Ellis, W. A.**

Ellis' poems. 142p. il. O [c.'32] Canton, Miss., Madison County Herald Press apply

**Falk, I. S., and others**

A community medical service organized under industrial auspices in Roanoke Rapids, North Carolina. 118p. (bibl. footnotes) O (Pub'ns. of Com. on Costs

of Medical Care: no. 20) [c.'32] Chic., Univ. of Chic. Press pap., 60 c.

**Foster, Rev. Edward Powell**

English-Ro dictionary; English words translated into Ro, world language. 64p. D [c.'32] Waverly, W. Va., Ro Language Soc. pap., 50 c.



**Gillespie, Cecil Merle**

Introductory cost accounting. 269p. il. O (Complete accounting course) '32 Yonkers, N. Y., World B'k. \$3.75, loose-leaf

**Goethe, Johann Wolfgang von** ★

Faust; a tragedy in two parts; tr. [from the German] in the original metres by Bayard Taylor; introd. by Marshall Montgomery; ed. by Douglas Yates. 504p. (bibl. footnotes) T (World's classics, 380) ['32] [N. Y.] Oxford 80 c.

**Graham, Frank Dunstone**

The abolition of unemployment. 107p. (bibl. footnotes) O c. Princeton, N. J., Princeton \$2

A professor of economics at Princeton University, who does not believe in "planned economy" or unemployment insurance, outlines some measures which he believes would be more effective in doing away with unemployment.

**Grant, Charles**

Torch singer. 280p. D [c.'32] N. Y., King \$2

The story of a Broadway torch singer who married a wealthy young man and was suspected of murdering him.

**Grey, Zane**

The heritage of the desert. 298p. front. D (Popular copyrights) [c.'10] [N. Y.] Grosset 75 c.

**Guyer, Foster Erwin**

The main stream of French literature. 356p. (bibl. notes) front. (por.) D c. Bost., Heath bds., \$2

An outline history of French literature by a professor of French in Dartmouth College.

**Hammond, John Lawrence Le Breton [Jason, pseud.], and Hammond, Barbara Bradby [Mrs. John Lawrence Le Breton]**

James Stansfeld, a Victorian champion of sex equality. 324p. (bibl. notes) il. O '32 N. Y., Longmans \$4

A study of the public life of Sir John Stansfeld who held Cabinet office in the days of Palmerston and Gladstone and renounced his career to fight beside Josephine Butler in the agitation against the Contagious Diseases Acts.

**Harte, Bret**

Stories and poems of Bret Harte. 313p. S (Companion classics) [c.'32] N. Y., W. J. Black flex. lea. 75 c.

**Hatch, Alden**

Gaming lady. 242p. D (Copyright fiction) [c.'31] N. Y., Burt 75 c.

**Hatch, D. Spencer**

Up from poverty in rural India [sociology]. 225p. D '32 N. Y., Oxford \$1.25

**Hazlitt, Henry, ed.**

A practical program for America. 143p. diags. D [c.'32] N. Y., Harcourt \$1  
Essays on some of our major economic and political problems which appeared originally in *The Nation*, written by men who were chosen for their social responsibility and vision and who have outlined practical programs for these economic problems.

**Hemingway, Ernest**

A farewell to arms. 355p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

**Hill, Helen, and Maxwell, Violet**

Rudi of the toll gate; il. by the authors. 184p. O c. N. Y., Macmillan \$1.75

The story of Rudi, a little boy who lives in a tower of the old city wall of a small village in Germany.

**Holman, Charles T.**

The cure of souls; a socio-psychological approach. 346p. (4p. bibl.) D (Univ. of Chic. pub'ns in religious educ.) [c.'32] Chic., Univ. of Chic. Press \$2.50

Showing how the technique of diagnosis and treatment used by the social case worker, mental hygienist, and psychiatrist may be utilized by the pastor when dealing with maladjusted persons.

**Holt, Henry**

The midnight mail. 320p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

**Housing America; by the editors of "Fortune."**

159p. il., diags. O [c.'32] N. Y., Harcourt \$2

A survey of housing conditions, building laws and taxes, etc., in America with a forecast of what the future in housing may be.

**Hutchinson, Frederick Winthrop**

The men who found America. 158p. il. (col.) Q [c.'09] N. Y., Grosset \$1

**James, Harlean, ed.**

American civic annual; v. 4. 286p. (bibl. footnotes) il., maps D c. Wash., D. C., Amer. Civic Ass'n. \$3

A record of recent advance in city and state planning with a list of who's who in civic achievement among the members of the American Civic Association.

**Greve, F. W.**

Flow of water through circular, parabolic, and triangular vertical notch-weirs. 84p. il., diags. O (Eng. Exp. Sta. research bull. no. 40) '32 Lafayette, Ind., Purdue Univ. pap., 50 c.

**Griswold, Don M., and Spicer, Hazel I.**

University student health services. 123p. (bibl. footnotes) O (Pub'ns. of Com. on Costs of Medical Care; no. 19) [c.'32] Chic., Univ. of Chic. Press pap., 60 c.

**Hardy, Harrison Claude**

Evolution and development of the office of superintendent of schools, Westchester County, New York. 97p. (bibl.) il., maps, diags. O [c.'32] [N. Y., Inor Pub. Co., 32 Washington Pl.] apply

**Harper, Henry Howard**

Letters from an outsider to an insider. 124p. il. O '32 Cedar Rapids, Ia., Torch Press apply

**Harris, Hubert A.**

Initial studies of American elm diseases in Illinois.

73p. (2p. bibl.) il., diags. O (Natural hist. survey bull., v. 20, art. 1) '32 Urbana, Ill., Illinois State Natural History Survey pap., apply

**Hart, Albert Bushnell, ed.**

George Washington, year by year; dates of important events relating to George Washington, 1183-1799; 6th ed. 16p. O '32 Wash., D. C., U. S. Geo. Washington Bicentennial Commission apply

**Hayes, Cecil Branner**

The American lyceum; its history and contribution to education. 84p. O (U. S. Office of Educ., bull. no. 12, 1932) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., apply

**Holbrook, Marion**

Petticoats; a comedy in one act. 20p. S (Longmans' play ser.) c. N. Y., Longmans pap., 50 c.

**Husmann, George Charles Frederick**

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Hat-check girl; il. with scenes from the photoplay. 286p. D (Popular copyrights) [c.'32] N. Y., Grosset 75 c.
- Jonas, Edward Asher**  
A table for critics [verse, lim., numbered ed.]. 2ip. front. (por.) D '32 Louisville, Ky., J. P. Morton & Co. \$1
- Jordan, Mrs. Charlotte Brewster**  
Discovering Christopher Columbus. 216p. il. (col. front.) map O c. N. Y., Macmillan \$3  
The story of an American boy who decided, while traveling in Spain, to find all the information he could about Christopher Columbus. For boys and girls.
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National minorities in Europe. 121p. (bibl.) maps, diagrs. D [c.'32] N. Y., Covici, Friede \$1.50  
A study of the national minorities in Europe created by the Versailles Treaty and their significance as potential trouble-breeders in the future.
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The Christmas nightingale; three Christmas stories from Poland. 73p. il. D c. N. Y., Macmillan \$1  
For children, by the author of "The Trumpeter of Krakow."
- Kerr, Sophie [Mrs. Sophie Kerr Underwood]**  
In for a penny. 292p. D (Copyright fiction) [c.'31] N. Y., Burt 75 c.
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One-over One for everyone (the Philip Hal Sims system), 122p. S [c.'32] N. Y., Kerwin Co., 108 E. 38th St. \$1  
An explanation of the One-over-One principles of bidding and playing contract bridge as developed by Philip Hal Sims.
- Kettner, Frederick**  
Spinoza, the biosopher; introd. by Nicholas Roerich. 263p. diagrs. D (New era lib., ser. 3—"Heroica ser.," bk. 3) c. N. Y., Roerich Mus. Press \$2.50  
A study of Spinoza's teaching, interpreting it more from the point of view of practicality than from that of philosophy.
- Keverne, Richard, pseud. [Clifford James Wheeler Hosken]**  
The Man in the Red Hat. 313p. D (Copyright fiction) [c.'30] N. Y., Burt 75 c.
- Kimble, Ralph A.**  
How to collect stamps. 155p. D [c.'32] N. Y., Grosset 50 c.  
A basic, non-technical and comprehensive guide to stamp collecting for the beginner.
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The laws of friendship, human and divine. 168p. front. (por.) D '32, c.'09 N. Y., Macmillan \$1  
Has been out of print.
- Kipling, Rudyard**  
The jungle book; il. by Kurt Wiese. 311p. il. (col. front.) O '32, c. '92-'32 Garden City, N. Y., Doubleday \$2.50
- Kiser, Clyde Vernon**  
Sea island to city. 272p. (3p. bibl.) maps O (Studies in hist., economics and public law no. 368) c. N. Y., Columbia Univ. Press \$3.50  
A study of the Negroes from St. Helena Island, South Carolina, in Harlem and other urban centers.
- Klages, Ludwig** ★  
The science of character; tr. from the German by W. H. Johnston. 308p. (bibl. notes) O '32 Cambridge, Mass., Sci-Art Publishers \$3.10  
A treatise on the principles of characterology.
- Komroff, Manuel**  
Two thieves. 313p. D (Novels of distinction) [c.'31] N. Y. [Grosset] \$1
- Kroll, Harry Harrison**  
The cabin in the cotton; il. by the author and with scenes from the photoplay. 288p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.
- Krutch, Joseph Wood**  
Experience and art; some aspects of the esthetics of literature. 222p. D c. N. Y., Smith & Haas \$2.50  
Critical essays relating literature to the general experience of living, by the author of "The Modern Temper."
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The gringo privateer, and, Island of desire. 376p. D (Popular copyrights) [c.'29-'31] N. Y., Grosset 75 c.
- Ladd, Henry**  
The Victorian morality of art; an analysis of Ruskin's esthetic. 429p. (bibls., bibl. notes) D c. N. Y., Long & Smith \$3  
A critical analysis of John Ruskin's theory of art.
- Lamb, Charles, and Lamb, Mary Ann**  
Tales from Shakespeare. 319p. S (Companion classics) [c.'32] N. Y., W. J. Black flex. lea. 75 c.
- Lambert, Alice Eleanor**  
Hospital nocturne; a novel. 306p. D c. N. Y., Vanguard \$2  
The triple romance of three attractive nurses and three young internes.
- Lankes, Julius J.**  
Woodcut manual. 131p. (bibl.) il., diagrs. Q [c.'32] N. Y., Holt \$3.50  
A beginner's manual on the art and technique of woodcutting, by an author who is well-known for his woodcuts.
- Laurie, A. P.**  
The brush-work of Rembrandt and his school 61p. il. Q '32 N. Y., Oxford \$30
- Lawton, Lancelot**  
An economic history of Soviet Russia; 2 v. 646p. (bibl. footnotes) O [n.d.] [N. Y.] Macmillan \$6.50  
A comprehensive account of Soviet economic developments and a comparison with economic conditions before the Revolution.

**Kirkpatrick, John**

Romance is a racket; a farce-comedy in one act. 48p. diagr. D [c.'32] N. Y., S. French pap., 50 c.

**Landon, Harry F.**

An elementary history of northern New York. 76p. (bibls.) il., map O c. Watertown, N. Y., Watertown Daily Times pap., 50 c.

**Lehmann, Rosamond [Mrs. Wogan Philipps]**  
 Invitation to the waltz. 309p. D [c.'32]  
 N. Y., Holt \$2

The story of one week in the life of an English girl of seventeen, the preparations for her first dance and the dance itself.

**Lillie, Ralph Stayner**

Protoplasmic action and nervous action;  
 2nd ed. 430p. (bibl. footnotes) D [Univ. of  
 Chic. science ser.] [c.'23-'32] Chic., Univ.  
 of Chic. Press \$3

**Logan, Josephine Hancock**

Lights and shadows [verse]. 101p. front.  
 (col.) O '32 Chic., A. Kroch  
 bds. \$2.50; lim. ed., \$7.50

**Longfellow, Henry Wadsworth**

Selected poems of Henry Wadsworth Long-  
 fellow. 313p. S (Companion classics) [c.  
 '32] N. Y., W. J. Black flex. lea. 75 c.

**Lowrie, Walter, D.D.**

Our concern with the theology of crisis.  
 214p. (4p. bibl.) D c. Bost., Meador \$2  
 The fundamental aspects of the dialectical theology  
 associated with the name of Karl Barth.

**Lucas, Sally Jean, and Hallock, Grace**

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 col.) O '32 N. Y., Harper \$2

**McCloud, David**

Dance out the answer. 344p. O c. N. Y.,  
 Longmans \$2.25

A novel set in a small aristocratic college com-  
 munity, essentially the story of Alfie Frisbie, a  
 professor with unconventional ideas, and his family,  
 but which "takes off" the would-be intellectuals,  
 and the gossip and jealousies of the campus.

**McCutchen, Duval**

America made young; a plan for a more  
 perfect society. 201p. D c. Phil., Human-  
 ities Pub. Co., 1712 Ludlow St. \$2

A study of the ills that beset modern society and  
 a plan for their cure.

**Macdonald, David**

Twenty years in Tibet; intimate and per-  
 sonal experiences of the closed land among all  
 classes of its people from the highest to the  
 lowest; foreword by the Earl of Lytton. 318p.  
 il., map O [n.d.] Phil., Lippincott \$4

An account of the author's life in Tibet.

**MacDonald, Philip [Oliver Fleming, Anthony  
 Lawless, pseud.]**

The Polferry riddle; an Anthony Gethryn  
 detective story. 319p. D (Copyright fiction)  
 [c.'31] N. Y., Burt 75 c.

**Malisoff, William Marias**

Meet the sciences. 196p. (10p. bibl.) O '32  
 Balt., Williams & Wilkins \$2.50

**Martens, Otto, and Karstedt, Oskar, eds. ★**

The African handbook and traveller's guide  
 [tr. from the German by the editors]. 861p.  
 (bibls.) maps (pt. col.) S '32 N. Y., Mac-  
 millan flex. lea. cl. \$2

A guide to the geographical, climatic, economic and  
 traffic conditions of the various African countries,  
 together with information for the traveler.

**Martin, Everett Dean**

Civilizing ourselves; intellectual maturity in  
 the modern world. 340p. O [c.'32] N. Y.,  
 Norton \$3

A guide to intellectual maturity showing how the  
 breakdown of traditional beliefs forces the modern  
 person to recognize his problems realistically, deal  
 with them intelligently,—grow up.

**Martin, Prestonia Mann**

Prohibiting poverty; being suggestions for  
 a method of obtaining economic security. 137p.  
 D c. Winter Park, Fla., Rollins Press

pap., 75 c.

Describing a plan whereby all people between the  
 ages of eighteen and twenty-six would produce all  
 the necessities of life and distribute them free to  
 the entire population, and after twenty-six would be  
 free to enter any occupation they wished.

**Masefield, John**

Jim Davis [gift ed.]. 242p. il. (pt. col.) D  
 c. N. Y., Nelson \$1.50

**Massey, Ruth**

Death in the wind, or, The crime in the  
 Boulevard Raspail. 318p. D [n.d.] N. Y.,  
 Nelson \$2

A mystery tale laid in the artistic world of Paris.

**Maude, Aylmer**

The life of Tolstoy; 1 v. ed. 545p. S '32  
 N. Y., Oxford \$2.50

**Maugham, William Somerset**

Rain, and other stories; published under the  
 title of The trembling of a leaf. 302p. O  
 (Popular copyrights) [c.'21] N. Y., Grosset  
 75 c.

**Melville, Herman**

Typee. 317p. S (Companion classics) [c.  
 '32] N. Y., W. J. Black flex. lea. 75 c.

**Mercer Frank Alfred, and Gaunt, William,  
 eds.**

Modern publicity; commercial art annual,  
 1932. no p. il. (pt. col.) Q '32 N. Y., Studio  
 Pub'ns \$3.50; pap., \$2.50

Reproductions of posters, press advertisements,  
 booklets, etc., chiefly English and European, which  
 the editors selected as examples of the year's best  
 advertising art.

**Merrel, Mrs. Concordia**

The house of yesterday. 315p. D c. Gar-  
 den City, N. Y., Doubleday \$2

Letty, tired of trying to keep up the shabby state-  
 liness of High Ollens, the seven-hundred-year-old  
 family house, decided to rebel against tradition and  
 her sister Gertrude, but couldn't decide whether  
 Tommy or Gran Preston was the answer to her  
 problem.

**Meyer, Otto, M.D.**

Ailments of the leg. 128p. D c. N. Y., El-  
 liot Pub. Co., 420 Lexington Ave. \$1  
 For the layman.

**Meng, Chih**

Remarks on Chinese music and musical instru-  
 ments. 14p. il., diags. O [c.'32] N. Y., China  
 Institute in America, 119 W. 57th St. apply

**Mix, Irene Howe, comp.**

Connecticut's activities in the wars of this country;  
 a summary. 67p. (2p. bibl.) O (U. S. 72nd Cong.,  
 1st Sess., Senate doc. 14) '32 Wash., D. C., Gov't  
 Pr. Off.; Sup't of Doc. apply



**Mildred, Mother Mary**

The scholastic synthesis, according to the mind of Saint Thomas of Aquin. 129p. (bibl.) O c. Phil., Dolphin Press \$2

A study of the scholastic philosophy of the Middle Ages.

**Mitchell, Sydney Bancroft**

From a sunset garden; essays for any adventurous gardener. 348p. il. D c. Garden City, N. Y., Doubleday \$3

An account of the author's experiences in developing a California garden of flowering fruit trees, evergreen and deciduous shrubs, and daffodils, iris, and other flowers.

**Morley, Christopher Darlington**

The goldfish under the ice; il. by Kurt Wiese. 69p. D '32, c. '28, '32 Garden City, N. Y., Doubleday \$1

A Christmas Eve story about a little dog, for children from six years on.

**Morrow, Harold**

Saleslady; a novel of department store life. 264p. D [c. '32] N. Y., Grosset 75 c.

Queenie uses sex appeal as an aid to sales.

**Morrow, Mrs. Honoré McCue Willsie**

Splendor of God. 382p. (bibl.) D (Copyright fiction) [c. '29] N. Y., Burt 75 c.

**Moura, Jean, and Louvet, Paul**

Calvin: a modern biography; tr. [from the French] by Ida Zeitlin. 318p. (bibl. footnotes) D c. Garden City, N. Y., Doubleday \$2.50

A biography of John Calvin, the man, rather than the reformer.

**Newman, Horatio Hackett**

The gist of evolution. 163p. D '32, c. '26 N. Y., Macmillan \$1.50

Has been out of print.

**Niles, Blair Rice [Mrs. Robert Niles, jr.]**

Free. 296p. D (Popular copyrights) [c. '30] N. Y. [Grosset] 75 c.

**Norris, Kathleen Thompson [Mrs. Charles Gilman Norris]**

My San Francisco. 23p. D c. Garden City, N. Y., Doubleday bds. 25 c.

A short essay on her native city by the popular novelist.

**Norton, Thomas L.**

Trade-union policies in the Massachusetts shoe industry, 1919-1929. 377p. (6p. bibl.) diagrs. O (Studies in hist., economics and public law, no. 372) c. N. Y., Columbia Univ. Press \$5

An analysis of labor conditions in Massachusetts shoe manufacturing.

**Olcott, Virginia**

Karl and Gretel, children of the Fatherland. 175p. il. (pt. col.) D [c. '32] Newark, N. J., Silver, Burdett 80 c.

A supplementary geographical reader, about Germany, for the intermediate grades.

**Oliphant, Mrs. Mary C. Simms, ed.**

The Simms history of South Carolina; for use in schools. 320p. il., maps D '32 Columbia, S. C., State Co. \$1

**Omar Khayyám**

The rubáiyát of Omar Khayyám; tr. [from the Persian] by Edward Fitzgerald and E. H. Whinfield, and the prose version of Justin Huntly McCarthy. 300p. (13p. bibl.) S (Companion classics) [c. '32] N. Y., W. J. Black flex. lea. 75 c.

**Overbeck, Alicia O'Reardon**

Sven the wise and Svea the Kind; il. by Gustaf Tenggren [juvenile]. 184p. O '32 N. Y., Harper \$2.50

**Packard, Frank Lucius**

The gold skull murders. 303p. D (Copyright fiction) [c. '31] N. Y., Burt 75 c.

**Palgrave, Francis Turner**

The golden treasury. 315p. S (Companion classics) [c. '32] N. Y., W. J. Black flex. lea. 75 c.

**Palmer, Stuart**

Murder on the blackboard. 308p. diagr. D c. N. Y., Brentano's \$2

Miss Hildegard Withers, school-ma'am detective of "The Penguin Pool Murder," is called upon to solve the murder of Anise Halloran, the young music teacher in a New York school.

**Papé, Frank C. [il.]**

The picture story of Robinson Crusoe; with brief text by Ramon Coffman. 213p. il. (col. front.) O [c. '32] Chic., Reilly & Lee \$2

**Parmenter, Christine Whiting [Mrs. Kenneth R. Parmenter]**

The unknown port. 276p. D (Copyright fiction) [c. '27] N. Y., Burt 75 c.

**Peck, Annie Smith**

Flying over South America; twenty thousand miles by air. 270p. il., map O c. Bost., Houghton \$3.50

An account of the author's tenth visit to South America in which she, at the age of seventy-nine, traveled 20,000 miles by air with all the companies engaged in regular air service in the various republics except Bolivia.

**Peck, Epaphroditus**

A history of Bristol, Connecticut. 376p. il., map, diagr. O c. Hartford, Conn., Lewis St. B'kshop, 27 Lewis St. \$3

The evolution of a colonial village into the clock-manufacturing city of today.

**Petermann, Bruno**

The gestalt theory and the problem of configuration [tr. from the German by Meyer Fortes]. 355p. (9p. bibl.) diagrs. O (Internat'l lib. of psych., phil. and scientific method) '32 N. Y., Harcourt \$4.50

A review of the entire gestalt theory of psychology.

**[Nones, Hiram T.]**

Philippine cotton piece-goods market. 17p. O (U. S. Dept. of Commerce, trade information bull., no. 793) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., apply

**Pidgeon, Mary Elizabeth**

The employment of women in slaughtering and meat packing. 219p. O (U. S. Women's Bur. bull. no. 88) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

**Peyre, Henri**

Bibliographie critique de l'Hellénisme en France de 1843 à 1870. 230p. O (Yale Romanic studies, 6) c. New Haven, Conn., Yale \$2.50

Louis Ménard (1822-1901) [in French]. 605p. (bibls.) O (Yale Romanic studies, 5) c. New Haven, Conn., Yale \$3.50

**Phelps, William Lyon**

Robert Browning; new ed., with additional chapters. 536p. front. (por.) D [c.'12-'32] Ind., Bobbs-Merrill \$2.50

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Maginel Wright Barney. 164p. il. (col. front.) D '32 Boston, Houghton \$2

Pyxie is a little boy who lives in the New Jersey woods until he is befriended by the librarian of a county book-wagon. For children.

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The moral judgment of the child [tr. from the French by Marjorie Gabain]. 427p. (bibl. footnotes) O (Internat'l lib. of psych., phil. and scientific method) '32 N. Y., Harcourt \$3.75

A study of the ideas children form of right and wrong, of justice, of punishment, and of fairness in their games, by a distinguished authority in the field of educational and child psychology.

**Piper, Watty, ed.**

The road in storyland. no p. il. (pt. col.) F [c.'32] [N. Y.] Platt & Munk \$1.50  
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Life begins at forty. 182p. D c. N. Y., Whittlesey House, McGraw-Hill \$1.50

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**Priestley, John Boynton**

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**Prouty, Mrs. Olive Higgins**

White fawn. 390p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

**Raine, William MacLeod**

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**Ramsay, Tamara**

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Four chapters on how to fill the church on Sunday evenings, and ten biblical dramas which have been broadcast from Station WGY, Schenectady.

**Rattray, R. S.**

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**Regier, C. C.**

The era of the muckrakers. 265p. (25p. bibl.) il. (pors.) O c. Chapel Hill, N. C., Univ. of N. C. Press \$2.50

The author believes we need another "exposure" era today in view of similar political and economic conditions which gave rise to the great muckraking era of the 1890's and early 20th century.

**Reid, Helen Dwight**

International servitudes in law and practice. 276p. (24p. bibl.) O [c.'32] Chic., Univ. of Chic. Press \$3

An explanation of the doctrine of international servitudes, for statesmen and students of international law.

**Reynolds, James Joseph, ed.**

Short stories, plays and poetry for each school year; 12 v. various p. il. (col.) D [c.'32] N. Y., Noble & Noble

vs. 1 and 2, 60 c., ea.; vs. 3-12, 70 c., ea.

**Rilke, Rainer Maria** ★

Stories of God; tr. [from the German] by M. D. Herter Norton and Nora Purtscher-Wydenbruck. 208p. D [c.'32] N. Y., Norton \$2

A series of connected tales written around a central theme.

The tale of the love and death of Cornet Christopher Rilke [tr. from the German by M. D. Herter Norton]. 38p. D [c.'32] N. Y., Norton \$1.50

A prose poem whose hero rode dramatically to his doom in the Turkish wars.

**Robinson, Lincoln Fay**

Two boys [il. by the author]. 134p. il. (col. front.) O c. Garden City, N. Y., Doubleday \$1.50

A story for boys from 8 to 12 years old, telling about the experiences of the author and his brother when they were boys and lived at Fay Farm.

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- Story of the minerals, The. Whitlock, H. P.  
\$1 Amer. Mus. of Natural History
- Story of money, The. Carter, M. D. \$1.25  
Farrar & Rinehart
- Study of Jesus' own religion, A. Fiske, G.  
W. \$2 Macmillan
- Success. Feuchtwanger, L. \$1 Grosset
- Sven the wise and Svea the kind. Overbeck,  
A. O. \$2.50 Harper
- Table for critics, A. Jonas, E. A. \$1  
J. P. Morton & Co.
- Tale of the love and death of Cornet Chris-  
topher Rilke, The. Rilke, R. M. \$1.50  
Norton
- Tales from Shakespeare. Lamb, C. 75 c.  
W. J. Black
- Tales of army life. Tolstoi, L. N. \$66, set.  
Oxford
- Thaïs. France, A. 75 c. W. J. Black
- Thirteen such years. Waugh, A. \$2.50  
Farrar & Rinehart
- Torch singer. Grant, C. \$2 King
- Toy workshop. Ramsay, T. \$1.25 A. Whitman
- Trade-union policies in the Massachusetts  
shoe industry. Norton, T. L. \$5  
Columbia Univ. Press
- Treasurer's report, The. Benchley, R. C. 75 c.  
Burt
- Trend of business. Adams, A. B. 75 c.  
Harper
- Tribes of the Ashanti hinterland, The. Rat-  
tray, R. S. \$12 Oxford
- Twenty years in Tibet. Macdonald, D. \$4  
Lippincott
- Two boys. Robinson, L. F. \$1.50 Doubleday
- Two thieves. Komroff, M. \$1 Grosset
- Typee. Melville, H. 75 c. W. J. Black
- Unknown port, The. Parmenter, C. W. 75 c.  
Burt
- Up from poverty in rural India. Hatch, D. S.  
\$1.25 Oxford
- Verses written for Mrs. Daniel. Bridges, R.  
\$7 Oxford
- Victorian morality of art, The. Ladd, H. \$3  
Long & Smith
- Whence the "Black Irish" of Jamaica? Wil-  
liams, J. J. \$2 Dial Press
- White fawn. Prouty, O. H. 75 c. Grosset
- Woodcut manual. Lankes, J. J. \$3.50 Holt
- Yonder lies adventure! Powell, E. A. \$3  
Macmillan
- Your name and your future. Farmer, E. F.  
50 c. Grosset

# Old and Rare Books

A Weekly Department

A TEN VOLUME cooperative History of the State of New York which is being produced by the New York State Historical Association will be launched November 1st, with the publication by the Columbia University Press of the first two volumes. Two volumes will appear every six months until the set is complete. On all orders received before November 1st, 1932, a circular states, a discount of 20% will be applied, making the total cost of the set \$40 or \$4 a volume. The work is being edited by Alexander C. Flick, State Historian and the authors are specialists in their fields. A prospectus, giving the names of the authors and their subjects, is available from the publishers.

DISTINGUISHED SCHOLARS, such as Desmond MacCarthy, S. C. Roberts and Father Ronald Knox, have in recent years produced interesting results from the application of the higher criticism to the various volumes of the *Sherlock Holmes corpus*, and the truly Boswellian character of his faithful narrator, Dr. Watson. Collectors and students of the great detective will now be glad to hear that a full-dress work of criticism has been devoted to the subject, with special reference to the chronology of the different adventures. This is "Sherlock Holmes and Doctor Watson" by H. W. Bell, published by Constable, of London, at 15/-. The book is beautifully produced, and the edition limited to 500 copies.

THE SCOTT CENTENARY celebrations resulted in the discovery of the fact that there were eleven known sets of the "Waverley Novels" in the original boards uncut. Two of these sets are owned in California, and more than half the number are owned in America.

## Auction Calendar

**Saturday morning, November 12, at 11 o'clock.**  
Americana, an interesting collection of books and pamphlets relating to North America, including many rare and important items, a remarkable collection of original editions of Jesuit relations, etc. (Items 289.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

## Catalogs Received

**Americana, interesting and unusual.** (No. 7.) Davis & Levine, Cooper Road, Rochester, N. Y.  
**Americana, art, first editions, literature, sets, etc., etc.** (No. 5; Items 971.) Academy Book Shop, 57 East 59th St. New York City.  
**Association items, fine bindings, first editions, etc.** (No. 420; Items 152.) George A. Van Nosdall, Maple, Wis.  
**Autographs, old English editions, modern first editions, incunabula and early presses.** (No. 85; Items 338.) Dawson's Book Shop, 627 South Grand Ave., Los Angeles, Cal.  
**Autographs.** (List S; Items 240.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.  
**Autographs.** (No. 355; Items 500.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.  
**California and Nevada, Utah, Colorado, the Southwest, the Trans-Mississippi states, etc.** (Items 684.) H. A. Johnson, 2079 University Ave., Berkeley, Cal.  
**Early American fiction and juveniles, first editions of Hawthorne, Holmes, Longfellow, etc.** (Items 422.) Fullerton & Son, 22 East Putnam Ave., Greenwich, Conn.  
**Folklore.** (No. 55; Items 1684.) M. Edelmann, Hauptmarkt 3, Nurnberg, Germany.  
**History and geography, etc., of the Orient.** (No. 18.) Luzac & Co., 46 Great Russell St., London, W. C. 1, England.  
**Juveniles.** H. R. Hunting Co., Springfield, Mass.  
**Medicine and science.** (Items 449.) Davis & Orioli, 30 Museum St., London, W.C. 1, England.  
**Out-of-print novels.** (No. 345; Items 670.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.  
**Rare Americana.** (No. 339; Items 407.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.  
**Rare Americana.** (No. 9; Items 153.) E. Van Dam, 7, Ashbourne Ave., Golders Green, London, N.W. 11, England.  
**Rare and out of print books.** (No. 103; Items 32.) Robert W. Lull, Newburyport, Mass.  
**Rare books, curious titles, unusual books, original water colors by Kate Greenaway.** (No. 123; Items 130.) E. S. White Rare Book Co., 548 West Flagler, Miami, Florida.  
**School and standard editions of Greek and Latin authors.** (No. 315; 3 parts.) B. H. Blackwell, Ltd., 50 Broad St., Oxford, England.  
**Southern Americana.** (No. 18; Items 265.) Tyson's Book Shop, 319 Caesar Misch Bldg., Providence, R. I.  
**Texas and the Southwest, biography, etc.** (No. 12.) Schmalzried Book Shop, 911 Main St., Dallas, Texas.  
**Western Americana.** (No. 15; Items 292.) Tyson's Book Shop, 319 Caesar Misch Bldg., Providence, R. I.



# The Weekly Book Exchange

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**TERMS:** Under "Books Wanted" (a service for booktrade only) 15c. a line to subscribers, no charge for address; to non-subscribers, 20c. a line, charge for address.

Under "Books for Sale" (not restricted) 15c. a line to subscribers, 20c. to non-subscribers. All other classifications 20c. a line. Bills rendered monthly.

Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin

on a separate line except grouped titles by one author. Objectionable books excluded when noted. If books wanted were originally published in a foreign language, state whether original or translation is desired.

In answering state edition, condition and price including transportation.

Give your name and address.

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Forgery, Handwriting, Ink, Paper, items.  
Carrington, Panurge, Liseux, Curiosa, etc.  
Pioneer MSS., Maps, Books, Reprints, etc.  
Burnett. Recollections, Opinions of a Pioneer.

Academy Book Shop, 57 E. 59th St., New York  
Human Fantasy.

N. V. Amadeo, 410 S. Clinton St., East Orange,  
N. J.

Anatomy of Bibliomania. 1st trade & limited  
English ed.

Nicolay & Hay. Complete Works. Gettysburg ed.  
by F. D. Dandy Co. Green cloth. Vol. 11  
only.

American Tract Society, 7 W. 45th St., New York  
An Inside View of the Vatican Council.

Andrews' Bk. Shop, 22 Huntington Ave., Boston  
Gould. Grammar of Grammars; all other titles.  
Gray and other Anatomys. Recent eds. at a  
price.

Sets. Hamilton Modern Business. State eds.

Archway Book Store, 47 N. 9th St., Philadelphia  
Transparent Jewel. Collins.

Argus Book Shop, 333 S. Dearborn St., Chicago  
Can use several sets of the 14th ed. of Encyclo-  
paedia Britannica at low price.

Zeigler. Church and State in Visigothic Spain.  
Tillier. My Uncle Benjamin.

A. Asher & Co., Berlin W. 8 Behrenstr. 17, Ger.  
Coffin, R. B. (Barry Gray), Home of Cooper  
and the Haunts of Leatherstocking.  
Thoreau. Complete Works. Quote year of issue  
and condition.

Associated Students Store, Univ. of Cal., Berkeley  
Pinkerton. Voyages and Travels. Whole or  
broken sets. State publisher and edition.

Astor Book Shop, 63 Fourth Ave., New York  
Waite. Brotherhood of the Rosy Cross.

Attic Book Shop, Box 206, Plainfield, N. J.  
American Museum. Vol. 1. Phila. 1787.  
Marble Faun. Vol. 1. 1st issue.  
Science & Health. Vol. 1. 1884. 9th ed.  
Odd vols. Cooper. Boards, paper labels.

Augustana Book Concern, Rock Island, Ill.  
Keyser, L. S. The Problem of Origins. 2 copies.

L. S. Ayres & Co., Dept. 191, Indianapolis, Ind.  
Talbot. My People of the Plains.  
Vincens. Madonna, Mother of the Regent.  
Gregorovius. Lucretia Borgia.

Jos. Baer & Co., Frankfurt a.M., Hochstr. 6, Ger.  
Miller. Reservations to Treaties, Their Effect,  
etc. 1913.

Griffin. List of References on Recognition in In-  
ternat. Law & Pract. Wash. 1904.

Singer. Internat. Law. Chic. 1918.

Hershey. Diplomatic Agents & Immunities. Wash.  
1919.

Taylor, Bay. Melodies of Verse. 1884; Song of  
the Camp; The Grasshopper and Cricket;  
Poems. 1856; Poems of Home and Travel.  
1855.

Thomas. Osman in America. 1930.

Stewart. Crit. Edit. of Hawthorne's Americ. Note-  
Books. 1930. Yale Univ. Diss.

The Masses. Monthly magazine. N. Y. 1911 to  
1917.

Newton. Lincoln & Herndon. Cedar Rapids.  
1910.

The Nation. N. Y. Vols. 1 to 9 & 59 to 80  
compl. or run out of these years.

Murdock. Select. from Cotton Mather. 1916.

Ripley. Specim. of Foreign Standard Literature.  
Vols. 1-4 or 4 only. 1838.

American Naturalist. Nos. 651, 652, 1923, 1925.  
American Journal of Physiology. Vol. 53.

Corwin. Treaty-making Power of the President;  
The Doctrine of Juridical Review. 1914.

Haines. Judicial Review of Legislation in U. S.  
1924.

Beard. Supreme Court and the Constitution.

American Journ. of Botany. Vol. 2.

Transact. of Americ. Ethnol. Soc. Vols. 2, 3.  
Philosophical Review. Lancaster. Vols. 1, 2, 3,  
14, 15, 16, 17, 18, 20, 23, 30, 31.

Modern Philology. Vols. 11, 12, 18.

Journal of Amer. Oriental Soc. Vols. 41, 43.

Journal of Biological Chemistry. Vol. 19, part 2.  
Memoirs of Nat. Academy of Sciences. Wash.

Vol. 14, part 4.

Bulletin of Torrey Botanical Club. Vol. 7, part  
5; vol. 8, parts 10, 11; vol. 12, parts 2, 3.

Baptist Review and Expositor. Vol. 9, part 3.

Corwin. President's Control of Foreign Relat.  
1917.

## Jos. Baer—Continued

Good. Heidelberg Catechism in Picture and Story. Phila. 1913.

Wm. M. Bains, 1713 Chestnut St., Philadelphia  
Bryce, George. Romantic Settlement of Lord  
Selkirk's Colonists.

G. A. Baker & Co., 247 Park Ave., New York  
Bangs, J. K. Pursuit of the Houseboat. 1897.  
Houseboat on the Styx. 1895.  
The Worsted Man. 1905.  
Mrs. Raffles. 1905.  
Alice in Blunderland. 1907.  
The Gentle Idiot. 1908.  
The Real Thing. 1909.  
Mollie and the Unwise Man. 1910.  
Jack and the Check Book. 1911.  
Little Book of Christmas.  
A Quest for Song. 1915.  
Tiddledywinck Poetry Book. 1892.

Baker & Taylor Co., 55 Fifth Ave., New York  
Vol. 1 of H. Allen. Israfel.  
Allen. War, Behind the Smoke Screen.  
Archer. Green Goddess.  
Barr. House on Cherry Street.  
Barr. Modern German Paintings.  
Beer. British Colonial Policy; Old Colonial System, 1660-1754.  
Bernheimer-Cohen. Boys' Clubs.  
Bogardus. Wing Shooting.  
Bowlus. Log Cabin Days in Indiana.  
Brill. Psychoanalysis, Its Theory and Practice.  
Bury. Ancient Greek Historians.  
Cairnes. Leading Principles of Political Economy.  
Chambers. Hidden Children; Maid at Arms.  
Chew. History of the Horse Artillery of the Confederacy.  
Cohen. Out of the Shadow.  
Cooper. Why Go to College?  
Croce. Ariosto, Shakespeare and Corneille.  
Croce. On History.  
Crowninshield. All Among the Lighthouse.  
Cummings. XLI Poems.  
Cunningham. St. Austin and His Place in the History of Christian Thought.  
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De La Roche. Explorers of the Dawn.  
Erasmus. In Praise of Folly.  
Fevre. Old Deccan Days.  
Ford. Everyday in the Year.  
Foerster. Nature in American Literature.  
Foster. Seminary Method of Original Study Historical Science.  
Galster. Labor Movement in the Show Industry.  
Gluck. John Mitchell.  
Harvey. Boy's Book of School Sports. 3.  
Headlam. France.  
Hervey. King Cobra.  
Hill. Young People's History of North Carolina.  
Homer. Iliad. Trans. by A. S. Way.  
Howe. Political History of Secession.  
Hubbard. Little Journeys to the House of Musicians.  
Hughes. Excuse Me.  
Jones. Diemaking and Die Design.  
Kellogg. Author's Brithday. Nos. 1 & 2.  
Kennedy. Quodlibet.  
Kent & Hall. Stories from the Far East.  
LaFontaine. Select Fables.  
Lang. Custom and Myth.  
Lange. Book of Myths. 2.  
LaVey. Problems and Projects in Industrial Arts.  
Lear. Nonsense Rhymes.  
Lewis. Splendors of the Sky.  
McCosh. The Method of Divine Government, Physical and Moral.

## Weekly Book Exchange

## Baker &amp; Taylor—Continued

MacDonald. Spanish Idiom and Phrase.  
Macdonald. History of France.  
McKenna. Ninety-Six Hours' Leave.  
MacMunn. Dictionary of Quotations.  
Mann. Subject Headings for Use in Dictionary Catalogs of Juvenile Books.  
Marx. Capital. Vol. 1.  
Montgela. Causes, Course and Immediate Results of the War.  
Moore. Studies in Dante. Vol. 1.  
Morgan. Evolution and Adaptation.  
Morley. The Study of Literature.  
Newman. Essay on Miracles.  
Ovington. Portraits in Color.  
Parsons. Art Appeal in Display Advertising.  
Pratt. Stories of Colonial Children.  
Ramsay. Was Christ Born in Bethlehem?  
Richardson. Making a High School Progress.  
Robinson. Lancelot, a poem; Merlin, a poem.  
Salomonsky. Masterpieces of Furniture Design.  
Savage. Industrial Unionism in America.  
Schevill. Cervantes.  
Seidlitz. History of Japanese Color Print.  
Simonds. History of World War. Vol. 5.  
Stekel. Peculiarities of Behavior.  
Stokes. Sunrise in the West.  
Symons. Romantic Movement in English Poetry.  
Tilden. Match Play.  
Tittle. Jesus After 19th Centuries.  
Turgenev. On the Eve.  
Walpole. Letters. Vol. no. 6.  
Ward. Evolution for John Doe.  
Weismann. The Germplasm.  
Wells. Book of Humorous Verse.  
White & Jackson. An Anthology of Verse by American Negroes.  
Wilcox. Depreciation of Public Utilities.  
Williams. History of Negro Race in Amer.  
Winship-Jukes-Edwards.  
Woods. Mental and Moral Heredity in Royalty.  
Young. Night Thoughts.  
Zimmer. Irish Element in Medieval Culture.

Wm. Ballantyne, 1421 F St. N.W., Wash., D. C.  
Dwight. Stamboul Nights.  
Prayers of the Gael.

Barbara Bancroft's Bookshop, 189 W. 10th St., New York

McFee. Aliens; Casuals of the Sea; Captain Macdoine's Daughter. 1st eds.

Baptist Bk. Store, 223 W. 1st St., Oklahoma City, Okla.

Wycliffe's Bible. Any ed.

A. S. Barnes & Co., Attn. J.L.P., 67 W. 44th St., New York

My Bookhouse for Children. 6 vols.

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Books must be in good condition.

Barnes & Noble, 105 Fifth Ave., New York  
Harper. Wordsworth's French Daughter.  
Barstow. Wordsworth's Theory Poetic Diction.  
Chauveau. Comp. Anat. Domesticated Animals.  
Peters. Religion of the Hebrew.  
Pinkerton. Mollie Maguires. Dillingham.  
Regents' Ely. Eng. Ques. 1923 or earlier. 57 copies.  
Radasch. Histology. Blakiston.  
Thwing. Hist. Higher Educ. in America.  
Favorite Medical Receipt Bk. & Home Doctor.  
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Anthon. Livy.  
Rogers. Contrib. Theory & Practice of Parents' Ass'ns..

## Books Wanted—Continued

Jack Barnett, 41, Store St., London W.C.1, Eng. Autograph Collection, Historical and Literary, wanted for immediate cash.

Beacon Bk. Shop, 323 Plymouth Ct., Chicago Wedekind. Awakening of Spring.

Beacon Book Shop, 43 E. 45th St., New York Life of James J. Hill. Doubleday. Tower. Life and Letters of Lafayette. 1890. First and Second Baffle Book.

Belmont Book Shop, 1634 Belmont Ave., Chicago Rosetti. House of Life. Browning. Letters of Elizabeth & Robert. 2 vols. Book of Knowledge.

Bennington, Vt., Bookshop, 452 Main St. Allen. Only Yesterday. 1st ed. Larimore. Tarpaper Palace; Wagon and the Star.

Benoit, 1160 Market St., San Francisco, Calif. Salton. City Jungle. Marmur. Ecola.

Berkshire News Co., 14 N. 6th St., Reading, Pa. The Story of My Heart. Jeffries. Pub. by Brentano's. Poems. Paul Marie Verlaine. Trans. by Gertrude Hall. Illus. by Henry McCarter. Pub. by Duffield.

Stanley O. Bezanson, 1 Court St., Boston Adam Smith. Wealth of Nations. Phila. 1796. Laura Richards. Jolly Jingles. Illus. Grove. Beethoven's Nine Symphonies. Boston. 1884.

Biderman's Book Shop, 176 Second Ave., N. Y. John Locke. Essay Concerning Human Understanding. 2 vols. Ed. by Frazer.

A. F. Bird, 22, Bedford St., Strand, London, W.C.2, England Hamilton, C. V. Research in Marriage.

The Bishop's Book Shop, 2480 Bancroft Way, Berkeley, Calif. Morris, Carter. Isabella Stewart Gardner and Fenway Court.

Book Barn, Route No. 1, Ridgefield, Conn. Compton's Pictured Encyclopedia. Good, used.

The Bookery, 1647 Welton St., Denver, Colo. Life and Adventures of Frank Grouard. 1894. Life of Edward A. Mosely.

The Bookery, Winter Park, Fla. Parsons, Frank Alvah. Psychology of Dress. Authors League of Am. My Maiden Effort.

Book Exch., 312 N. Washington, Scranton, Pa. Genealogy Fairfield Families. Eng. Literature Fact and Story. Reynolds. Dr. X also Dr. Q. Magic, Mind-reading.

Book Exchange, Station A, Toledo, Ohio Crawford's Francesca. English or French. Bacon Library. No. 1, Under the Ban; No. 2, My Prison; No. 3, Voice of the Holligan.

Book Nook, 492 N. Orange Ave., Orlando, Fla. Abdullah, trans. Lute and Scimitar.

Books, E. Newkirk-N. Freedman, 79 Wall, N. Y. Birds of Massachusetts. Forbush.

The Bookshop, 109 Third St., Baton Rouge, La. Cuming, F. Western Tour. Thwaites.

Faulkner, Wm., Books by.

King, Grace. Bienville; De Soto.

Methodist Journals, 1789-1900 or parts.

Olmstead. Journey Through Texas.

Van Borck. Memoirs Confed. War.

Walworth, Mrs. J. H., Books by.

Hadderman. Dead Men's Shoes.

Job Lots. Civil War; Confederacy; Slavery; South; Southwest; Books by Bradford, Cabell, Cable, Cather, Cobb, Craddock, Crane, Dickson, Dixon, J. C. Harris, Robt. Frost, Fletcher, Faulkner, Janvier, Loti, Lowell, Morley, McLeish, T. N. Page, Opie Read, Norval Richardson, E. A. Robinson, J. C. Ransom, Sandburg, Lyle Saxon, Arthur Train.

Book Shop, 229 N. 2nd St., Harrisburg, Pa. Our Country. Standard Hist. of the U. S. and Island Possessions. 2 bks. in 1 vol.

The Bookshop, 83 South St., Morristown, N. J. Walter de la Mare. Riddle. Reg. ed.

Booke Shop, 4 Market Sq., Providence, R. I. Well of Loneliness. Cheap.

Bookshop, 124 E. High St., Springfield, Ohio Dreaming River. Barr Moses. Several copies. Three Stories and Six Poems. Ernest Hemingway.

The Bookshop, 72 Spring St., Williamstown, Mass. Reisenberg, F. Vignettes of the Sea. Buck. The Good Earth. 1st ed. Hall. High Adventure. 1st ed. if possible. Lawrence, T. H. Seven Pillars of Wisdom.

Bookshop for Boys & Girls, 270 Boylston, Boston The Rangers, or, The Tory's Daughter. Wesselhoeft. Rough the Miser.

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Buchan. John McNab.

Encyclopedia Britannica. 14th ed. 2nd-hand. Must be in good condition.

Chas. L. Bowman & Co., 118 E. 25th St., N. Y. Artistic Anatomy. Duval. Shakespeare Identified. J. Thomas Looney.

Brentano's, 63 E. Washington St., Chicago Harriet Martineau's Year Book. 3. Chicago Magazine. 1870-71-72. Pub. Reyner. The Woman Who Did. Grant Allen. Astyanax. Brown. Pub. Harper.

Trivia. Smith.

Introd. Study Dante. Symonds. 1890 ed.

Virgil in Middle Ages. Camparetti. Bohn.

Book of Humorous Verse. Carolyn Wells.

Whimsey Anthology. Carolyn Wells.

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Essays Art of Phidias. Walstein.

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Four Faces of Siva. Casey. 1st ed.

Brentano's, One West 47th Street, New York Arcane Teachings. Eex Polarity. Arinori Mori. Education in Japan. Series of Letters.

Atherton. Mrs. Belfame.

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Bennett. Essentials of American Traditions.

Blanchard. Aerial Trip Over New York.



**Brentano's—Continued**

- Bruce. Psychology and Parenthood.  
 Chapman. Minstrels in Satin.  
 Charlevoix. History and General Description of New France. 6 vols. Trans. by Shea.  
 Clarke & Wright. Shakespeare. 13 vols. Handy Stratford ed.  
 Couper. Drusilla and a Million.  
 Crooks & Cockerell. Book Binding and Care of Books with Drawings.  
 Damnation of Theron Ware.  
 Da Vinci. Treatise on Painting.  
 Erman. Life in Ancient Egypt; Handbook of Egyptian Religion; Egyptian Religion.  
 Foerster. Gospel of Life.  
 Forster, John. Memoirs.  
 Fox, Mrs. Briddell. Memoirs.  
 Hackell, Cole & Walker. Flowers from Persian Poets. 2 vols.  
 Hauptman. Before Dawn.  
 Hides. Naphtali.  
 Higginbotham. Precision Time Measures, Their Construction and Repair.  
 Hill. Easy Pickings.  
 Howard. Perverts.  
 Lanman. Christian Jew.  
 Lawrence. History of Ku Klux Klan.  
 McFall. Splendid Wayfaring.  
 Miller. Summer Days at Kirkwood.  
 Mitchell. Engel the Fearless.  
 Mukerji. Doctrine and Practice.  
 Musso & Goldman. Fatigue.  
 Norton. Mt. Everest; Fight for Everest.  
 Norwood. My Lady of Sonnets.  
 Pennell. Great New York.  
 Photographic History of Civil War. 10 vols.  
 Pitkin. Twilight of American Mind.  
 Sage. Rhymes of Real Children. Illus. J. W. Smith.  
 Sinclair. The Helpmate.  
 Stockley. Dice of God.  
 Stoddard. House That Jack Built.  
 Story. Roman Lawyer in Jerusalem.  
 Sutphen. Daily Thought for Daily Endeavor.  
 Symposium of Plato. Ed. by Burg.  
 Vestiges of Natural History of Creation.  
 West. Harriet Hume.  
 Whistler. Ten o'Clock.  
 Young. Conjectures of Original Composition.

**Brentano's, Inc., Gugenheim, 225 Fifth Ave., N. Y.**  
 Polleyn. Dressing and Finishings for Textile Fabrics and Their Application.  
 Taft. Green House Management.  
 Veblen. Vested Interests and the Common Man.  
 Voynich. An Interrupted Friendship.

**Brentano's, 1322 F St. N.W., Washington, D. C.**  
 Nicolay. Our Capital on the Potomac.  
 Hanson. Conquest of the Missouri.  
 Asquith. Genesis of World War.  
 Allmand & Ellingham. Prin. of Applied Electro-Chemistry.  
 Barclay & Harmsworth. Electro Plating.  
 Hughes. Modern Electro Plating.  
 Anet. End of the World.  
 Corelli. Silence of Maharajah.  
 Hastings. Dollar Hen. 1909.  
 Malow. Drying Machinery and Practice. 1910.  
 Griffiths. Plenum Ventilation. 1905.  
 Hood. Warming Buildings by Hot Water. 3rd ed. 1891.  
 Carpenter. Heating and Ventilating Bldgs. 1910.  
 Barker. Heating and Ventilation. 1912.  
 De Reaumur. Art of Hatching and Bringing Up Domestic Fowl. London. 1750.  
 Cyphers. Incubation and Its Natural Laws.  
 Rankin. The Incubator. 1886.  
 Poultry Culture. Feb., 1912.

**Weekly Book Exchange****Brentano's—Continued**

Technical World. Apr., 1913.  
 Boston Sunday Globe. Nov. 10, 1912.  
 Fortune Mag. for Aug.-Sept., Oct., 1932.

**Bridgman & Lyman, Northampton, Mass.**

Robinson. History of Greece. Crowell.  
 Goodnow & Pasley. Nursing of Children. Latest ed.

**M. H. Briggs, 506 S. Wabash, Chicago**

Best prices in quick cash for following:  
 Western History: Any book, pamphlet, map, view, manuscript, early magazine or newspaper files, dealing with the pioneer history of any state west of Pennsylvania.

**Overland Journeys to the West.**

Narratives of Explorers and Pioneers.  
 Tales of Indian Fighting and Captivities.  
 Pony Express, Overland Stages and Mail  
 Western Gold Fields and Mining Life.  
 Cattle Trade, Ranch and Cowboy Life.  
 Santa Fe Country, Trade and Traders.  
 Rangers, Outlaws, Vigilance Committees.  
 Railroads, especially to Pacific.

Chicago. Directories, street maps, views, guides, almanacs, etc., before 1871.

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 McNeill, John Charles. Lyrics from Cotton Land.  
 Birds Hunting and Hunted. Neltze Blanchan. 1920 ed.

Gray's Anatomy. Latest ed.

Gay. Farmington, Conn., Soldiers in Colonial Wars. 1897.

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Records of Jamaica, Long Island. 3 vols.

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**Brooklyn, N. Y., College Library, 80 Willoughby**  
 Annual Register. Vol. 51, 1808, to date.  
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Bryant Bk. Shop, 72 W. 48th St., N. Y.  
Scharf. History of Western Maryland. 1882.

Burton's, 1243 St. Catherine St. W., Montreal  
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Kathleen Furse. Ski-Running. Macmillan.

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Lee & Abbey. Classification and Identification of Handwriting. 1922.  
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Osborn, A. S. Questioned Documents. 1929.  
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Marshall. Explosives. 1917.

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Declaration of Independence. C. Becker.

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Penhallow, D. P. Manual of North American Gymnosperms.

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Cotterall, Ralph. The Second Bank of the U. S. U. of Chicago. 1903.

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Cañor, Georg. Contribution to Founding Theory Transfinite Numbers. Trans. Jourdain.

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Stephen V. Benet. John Brown's Body. Lim. 1st.

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Minnigerode, M. Certain Rich Man. Putnam.

Pierce, G. A. Dickens Dictionary. Houghton. 1900.

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South Atlantic Quarterly. Jan., 1929.

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West, Robert. Diagnosis of Disorders of Speech. Madison, Wis. 1926.  
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White, P. R. Studies on the Banana.  
Whitechurch. The Crime at Diana's Pool.  
Who Is Who in Baseball, 1916.  
Wilson & Bonaparte. American Ornithology. 13 vols. Phila. 1808-33.  
Winchester, C. T. A Group of English Essayists. Macmillan Co. 1910.  
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School Arts Magazine for March, 1931. Vol. 30, no. 7.  
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System. Pub. Yale University.  
Hornaday, W. T. Extermination of the American  
Bison, with a Sketch of the Discovery and  
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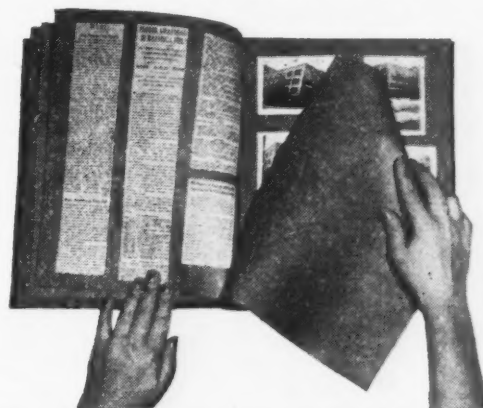
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## Forthcoming Issues

✿ ✿ ✿ This week A. A. Van Duym, in his Window Lights Department, tells us about the dealer helps available for the books for younger children. He will follow this next week with the second article which will also deal entirely with juveniles. But this second article will mainly consider the books for older boys and girls. ✿ ✿ ✿

✿ ✿ ✿ Another merchandising article in a very different field, which will appear in the same issue, is Francis Marks' "Humanizing Your Stock of Fine Printing." Mr. Marks, by frequent examples, shows what can be done to attract the attention of bookshop customers to this department of the shop. ✿ ✿ ✿

✿ ✿ ✿ David Bramble has written for this November 5th issue an article on one of the outstanding personalities on the Pacific Coast, Joseph Henry Jackson, whose newspaper reviews and radio talks have a wide influence. ✿ ✿ ✿

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